



## **Letting the World Know Who We Are**

Your club is a powerful force in your community, and everything you do has a public relations component. Public Relations is more than just publicity. It is the relationship all the members have with the general public when the club is promoting any event. It is also the relationship between club members and is one of the keys to member retention. If you are wearing your club badge or shirt, you are promoting your club. Also, be sure to publicize your clubs projects. By doing so, you are letting your community know that you exist, and that your club is accomplishing great things. There are tips on using all types of communication tools on the gfwc.org website. Go to gfwc.org, click on Membership Services, next click on 2016-2018 Club Manual, then Advancement Guides, and last download the Communications and Public Relations Advancement Guide. Use all the tools and watch your membership grow!

### **Media Campaigns**

Fewer people are relying on traditional media to get the word out. For example, my home is the only house on either side of my block that still subscribes to a print edition of the newspaper. Facebook is the perfect multigenerational platform to interact with other club members and with the community. Most of you have a Facebook page. Most clubs have a Facebook page, but do you use it for event posting? Create an event on your club's Facebook page. Next contact some of your friends and have them share the post on their page. Reach out to local organizations that you partner with. Ask them to share your Facebook event. Before you know it, the word is all over town!

Do continue to send out press releases. We still have members who look in their local newspaper for things to do. Make contact with someone at each media source you are sending your press release to. Introduce yourself. Verify how they want to receive press releases and how early the information should be sent out. Some prefer email. Some want a notice on club stationery sent via USPS. After your press release is sent, follow up to verify it was received. Then invite the journalist who publicized your event to a club luncheon as your guest. They will remember you!

### **Public Relations 101**

Strengthen your relationships with your fellow club members and with contacts in your professional lives. Remember everything you do has a public relations component. Become more sincere in your personal interactions. Be a good listener. Make the other person feel important. Smile. Wherever you are, you represent GFWC!

I am looking forward to reading your report narratives, learning how each club has used social media, and then sharing the best ideas with you.

Contact me if I can help your club with Public Relations.