

**Communications and  
Public Relations**  
Annual Convention 2017  
Bulletin 2



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## **We Did It Again**

Once again we made it through the end of year reporting. Thank you to all the clubs that sent in reports for Public Relations and Communications. We had 67 Woman's Clubs reporting with 4,471 Members who worked on 1,026 Projects across the state, and donated 200,019 Volunteer Hours at a cost of \$206,083 to the clubs. This is an amazing achievement! All the effort and hours each of you put into communicating your message paid off in your community. As 2017 continues, let's keep up the good work.

We are accomplishing great things in Florida. I have listed below some outstanding examples of how we got the word out this past reporting season. If you read about something that tickles your fancy, try it in your club. This is one time when it is okay to steal/borrow. Add a twist if you like and make it your own.

GFWC UNITED WOMEN'S CLUB OF LAKE LAND \_\_\_ District # 9 # Members 59

**Bridal Show and Photo Shoot-** The GFWC United Women's Club of Lakeland hosted a bridal show with the purpose of increasing club rentals. It seemed like the perfect opportunity to show off their rental space. They created rental advertising flyers, ordered ink pens with their club name on it, created a Powerpoint slideshow, and set up a beautiful booth for the event. While in the planning stages, club members networked with local wedding vendors to get ideas. During the event, our rental manager and house manager worked the room, talking to brides and their families. Event planners set up in several different places in our building and outside. Prospective brides and their families had an opportunity to view the rental space, see what different vendors had to offer, and to learn about the Lakeland woman's club. A win-win for the club and the community!

GFWC GRAND HAVEN WOMAN'S CLUB District # 6 # Members 223

**Pay It Forward Lunches** - Businesses in the community have been donating generously to projects and fundraisers at the woman's club for years. The Flagler beachfront business community experienced a huge loss of business in the aftermath of the Hurricane Matthew in October 2016. In November, Grand Haven Woman's Club established Pay It Forward monthly lunches to support the beachfront restaurants. Each lunch is averaging 20 or so members in attendance. Members wear their name tags and we make the restaurant aware that we are there to support them. This is not a fundraising activity so each member buys her own lunch and...purely social. An added bonus of this has been an opportunity for

some of our newer members to meet other members. We plan to continue these through May as a show of appreciation and support to businesses that have helped us in the past and will hopefully support us in the future. Photos are usually taken and placed on our Facebook page. This is a great way to publicize the club as well as pay it forward!

GFWC Gainesville Woman's Club Inc. District # 5 # Members 166

**Playgrounds for Our Children**-Our 2016 radio play was titled "Laughs Take a Holiday," and was presented January 30 and 31. Our amazing committee designed a colorful, professional looking, tri-fold brochure with our logo; posters which were distributed all over town; a letter requesting donations was mailed to businesses and prominent community members; a sponsorship contract was created for large donations; and our PR chairman sent press releases to all the usual suspects. The committee chairmen appeared on a local TV show and talked up the event. Tickets holders received a heavy, dinner buffet, a complimentary glass of wine, and the chance to purchase additional adult beverages before being entertained by the radio play. The event was a huge success. The GFWC Gainesville Woman's Club was able to give a check for \$15,000.00 to Duval Early Learning Center for additional playground equipment. The mailings to local businesses, members reaching out to retail merchants to request auction items, and our appearance on a local TV program contributed to our success.

GFWC WOMAN'S CLUB OF CRESTVIEW District 1 # Members: 25

**Creative Publicity**- Door Knockers! Who would have thought? It has been awhile since I have seen an door hanger for anything but Pizza. However, the president of the Crestview club thought they might be useful. She designed the door hangers which advertized their Membership Tea and Christmas Tea. Of course, the GFWC logo was included in the design. Then several volunteers walked the neighborhoods close to the clubhouse and hung the invitations on house doors. And yes, some of the neighbors attended the events.

GFWC Treasure Coast Women District 10 Members 63

**Guest Packets**- Our "Get It Done" membership chairman makes up our guest packets with our brochure, calendar, phone log, club pledge, TCW Club history, Officers, Community Service Chairman, Committees, Fundraising chairman (one page), List of Hostesses, GFWC Officers and District 10 Officers. Everything you would want to know about our club is included. Each guest receives this packet as they sign in for the evening. When they become members they add this to their yearbook. What a great way to communicate what we are about to our guests.!

I am looking forward to reading about how each club promoted itself in 2017 and then sharing some more creative ideas with you.

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

2016-2018 Florida Communications and Public Relations Chairman  
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