



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1- December 31, 2023

Chairman: Annette MacDonald; Paula Ross		Club: Tustin Area Woman's Club	
Number of Members (<i>per CFWC Yearbook</i>): 70		District: Orange District	Area: C
Club Position: Press and Publicity; Webmaster			
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
GFWC Advancement Plans – Communications and Public Relations <hr/> Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO			

Founded in the 1800s, Tustin, California, maintains a strong legacy of community involvement. The Tustin Area Woman's Club, a member of the General Federation of Women's Clubs since 1958, is a dedicated force for community service and philanthropy. Our all-volunteer team, driven by a rich history of commitment, works passionately to improve the quality of life locally and beyond. Central to our mission is a robust scholarship program supporting local students in their pursuit of higher education and technical training. Beyond academics, we collaborate with foundations and fellow philanthropic organizations, addressing the essential needs of displaced teens, seniors, veterans, and animals. Our leadership actively cultivates connections with sister clubs, showcasing the power of collaboration in our ongoing efforts for positive community transformation.

Project Title: Newsletter Hours 432 Dollars Spent \$ 374

The monthly newsletter produced by the Tustin Area Woman's Club serves as a valuable resource for members, offering detailed insights into upcoming activities and events. This document not only aids members in planning and scheduling their participation in various activities but also functions as a front-facing marketing tool. Its content effectively reaches out to potential members, providing a glimpse into the vibrant and engaging atmosphere of the club. By showcasing the month's activities, the newsletter becomes a dynamic tool that not only serves the existing membership but also attracts new members by highlighting the diverse and exciting opportunities within the Tustin Area Woman's Club community.

The newsletter is sent out via email monthly. Hard copies are provided to housebound members as well as the Young Women of the Month honorees and their female chaperones. This is another touch point to garner interest in the club.

Project Title: Eblasts to Members Hours 160 Dollars Spent

Tustin Area Woman's Club employs diverse communication channels to keep members engaged and well-informed. Utilizing eblast communication, we ensure timely updates on current activities, deadlines, and any changes in membership details. Our commitment is to keep every member connected and informed.

Project Title: Tustin Area Woman's Club Website Hours 108 Dollars Spent \$ 300

Maintaining a strong online presence is crucial for the Tustin Area Woman's Club as it sets the tone for the club's activities and provides a platform for like-minded individuals to connect. By ensuring that sufficient information is available online, the club enhances its visibility on search engines, encouraging contact from

those seeking to connect with similar interests. This not only fosters relationships but also opens doors for potential members who align with the club's focus on volunteering and community engagement. The online presence becomes a powerful tool, acting as a gateway for individuals to discover, engage, and form meaningful connections with the Tustin Area Woman's Club.

Project Title: Social Media Hours 90 Dollars Spent \$ 50

The Tustin Area Woman's Club's strategic use of social media platforms like Facebook and Instagram is a powerful way to showcase its activities in real-time. From sharing moments like the Young Women of the Month to group shots of volunteers in action, the regular upload of pictures keeps current members engaged while reaching a wider audience.

This intentional approach is particularly effective in attracting individuals searching for local volunteering opportunities and when events have been boosted. Potential members can witness firsthand the camaraderie and impactful work of the club, making it more inviting and accessible. These outward-facing applications play a vital role in promoting the Tustin Area Woman's Club, its members, activities, and events. They serve as entry points for interested parties to connect, seek more information, and potentially contribute to the growth of the club.

Project Title: Business Cards Hours 12 Dollars Spent \$ 50

Tustin Area Woman's Club employs business cards as a convenient tool to connect with potential new members. Members are encouraged to grab cards at meetings, keeping them readily available in purses for effective outreach and connection outside the club.