



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET

Annual Reporting January 1- December 31, 2024

Chairman: Annette MacDonald; Paula Ross		Club: Tustin Area Woman's Club	
# of Club Members (as recorded in 2024-25 CFWC Yearbook): 68		District: Orange District	Area: C
Club Position: Press and Publicity; Webmaster			
Reporter's Address:			
City:		State: CA	Zip: 92802
Email:		Phone:	
GFWC Advancement Plan, Communications and Public Relations			
GFWC Special Program, Community Service Program, Advancement Plan, ESO			

Nestled in the heart of Tustin, California, a city with a rich history of community engagement since its founding in the 1800s, the Tustin Area Woman's Club has been a pillar of service and philanthropy. A proud member of the General Federation of Women's Clubs since 1958, our all-volunteer team continues the tradition of working tirelessly to enrich the lives of those both near and far. At the core of our efforts is a strong scholarship program, offering support to local students pursuing higher education and vocational training. Our commitment extends beyond academics, as we partner with other organizations to address the pressing needs of displaced teens, seniors, veterans, and animals. By fostering strong relationships with sister clubs, and city-wide philanthropic entities we amplify the impact of our work, demonstrating the power of collaboration in driving meaningful change within our community.

Project Title: Newsletter Hours 425 Donated \$ In Kind \$

Tustin Area Woman's Club uses the newsletter to communicate the events that are taking place, reporting on the events that have taken place. Pictures of events are included in the newsletter giving depth to the reported activities and events. The newsletter is a comprehensive marketing tool that is intended to entice and encourage participation in club events. The Tustin Area Woman's Club Newsletter communicates the details of club luncheon plans and personalized information that helps the members feel connected. The newsletter is emailed monthly, printed and mailed monthly for a fee to households that do not have computer access and a redacted copy is provided to the Young Women of the Month attendees. The newsletter is another way to showcase the Tustin Area Woman's Club. Cost of printing and mailing the newsletter is \$297.

Project Title: Eblasts to Members Hours 160 Donated \$ In Kind \$

The Tustin Area Woman's Club uses diverse methods of communication in order to facilitate a wide variety of communication styles. We use this method for reminders of deadlines as well as inform them of an imminent activity.

Project Title: Tustin Area Woman's Club Website Hours 110 Donated \$ In Kind \$

Tustin Area Woman's Club is aware of the importance of having and maintaining an on-line presence. We are constantly committed to technological advancements and implementing changes that keep us relevant, easy to understand and find through search engines. We have a connected email address that we monitor and respond to within 48 hours. The cost of maintaining a website is raising and currently costs us more than \$350/yr.

Project Title: Tustin Area Woman's Club Social Media Hours 100 Donated \$ In Kind \$

This activity is critical to remain relevant to the community and Tustin Area Woman's Club is committed to the visibility of our activities through the use of social media platforms of Instagram and Facebook. The conservative cost of cell phone usage to support this activity is \$65.

Project Title: Tustin Area Woman's Club Printed Media Hours 20 Donated \$ In Kind \$

Business Cards

The Tustin Area Woman's Club business cards are designed to allow for the member to put her contact information on the card as she gives it out. We offer these free of charge to members and we use them at Tustin City events to give personal contacts to those we meet who may be interested in finding out more about our club. Cost of having 1000 business cards printed is \$40.

Post Cards

The Tustin Area Woman's Club has designed and produced a post card format which takes the place of the tri-fold brochure. This card has a QR code which takes the user directly to the Tustin Area Woman's Club web page. It is still a marketing tool that is more generalized but appeals to the technology that has embraced the use of the QR code for information, bypassing the steps to find the club's website. The cost of having 200 post cards printed is \$170.

Project Title: Tustin Area Woman's Club Roster Hours 60 Donated \$ In Kind \$

The Tustin Area Woman's Club Roster was designed and produced as a half page booklet using Publisher. The cost of printing the Roster 100 copies is \$275.