

Prepared by: Sally Barron	Club: Yorba Linda Woman	
Number of Members: 111	District: Orange	Area: C
Club Position: Communications Chair		
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COMMUNICATIONS

Yorba Linda Woman's Club was founded in 1912 by a group of progressive women seeking to better themselves and following in the footsteps of Jane Cunningham Croly, our founder. They focused upon furthering their education and being more involved in the community. Aided by these forward-thinking women, Yorba Linda became the beautiful, well-respected city it is today – “*The Land of Gracious Living*”. Our club Mission Statement is: *We are a diverse organization working to promote civic, philanthropic, cultural, and educational interests within our community through the spirit of volunteerism.* Today, Yorba Linda still has a small-town feel with over 100 miles of trails used by dog walkers, hikers, bikers, and equestrians. Our club supports the City of Yorba Linda as it continues to improve and embrace the many recent changes in our city: low-income housing, infrastructure, including our new Cultural Arts and Public Library campus and Town Center, and technology including our city's interactive website and government transparency.

Project Title: Social Media

Hours: 85 Donated: \$0 In-Kind: \$0

With so many choices for communication through social media these days, Yorba Linda Woman's Club continues to feel confident about our use of Facebook for its easy accessibility, ease of updating, posting photos, and popularity with the public. We've found that most of our newest members reviewed our Facebook pages before deciding to join.

We have two separate pages for our club: one dedicated to our Spring and Fall Craft Fair fundraisers and one relating to our Club, including info and posts about charitable projects, social get-togethers, and photos - lots of photos! In 2020 our "Followers" increased 40% on our Club page from 2019 numbers. We also use social media to advertise and promote our Scholarship and Art Award applications and ceremonies. Using Facebook to create public invitations to our Membership Recruiting events has proven to be highly successful with prospective members not only attending, but also then joining our club! Members are encouraged to visit the Facebook pages often, "like" our posts and share them with their Facebook friends. This has shown to be a quick and effective way of communication for our members, prospective members, and the community. This chairman also submits articles and photos to the District e-newsletters and to CFWC and GFWC for publication in club member magazines.

Project Title: Club Website is a hit!

Hours: 65 Donations: \$ In-kind: \$0

We created our club website 8 years ago. Our Communications and Public Relations Chairman continues to frequently update our site with new information, photos, and a fresh new look. We have a place where we can truly tell our whole story. It is not only appealing, but also useful for members, prospective members, and the community.

Our website (yorbalingawomansclub.org), offers easy, user-friendly access and information about our mission statement; board members; current Calendar of Events; community service programs; Craft Fairs; online

Scholarship and Art Contest applications; the club's 100+ year history; online membership applications and photos of members "in action"; and our Newsletters, as well as a link to the CFWC Orange District's Newsletters. We also have a private page for our members only, which provides online access to helpful forms, Office Depot Discount Card, and our up-to-date Member Roster/Contact List.

We also encourage members to submit photos they've taken during a project or event, which gives our webmaster a broad selection to choose from, keeping the site fresh and engaging. Our members are happy to see their photos up on the site.

For current members or for women interested in joining or finding out about our club, the website includes a membership interest and application form. The form also has a link to collect dues online through PayPal. Once the form is filled out, it goes directly to our Membership Chairman via email. She can quickly contact the prospective member to answer questions.

The fresh, new changes made to our website has resulted in a 62% increase in traffic on our site and in more interactions with our club!

Project Title: Yorba Linda Lights Monthly Newsletter

Hours: 250

Donations: \$50

In-Kind: \$0

The monthly "*Yorba Linda Lights*" is one of the main methods of communication used by our club, helping keep members informed, engaged, and inspired. In 2020, the Editor has taken "*Yorba Linda Lights*" in a new direction: with online publications on our website; direct links to our philanthropies; dedicated section for GFWC and CFWC updates; more photos of our members in action and having fun; and more! Both new and old members are enjoying the new format and ease of access, and it's been a great recruiting tool for our club.

Our President writes a monthly "President's Message" to encourage members to be diligent in their commitment to the club and its fundraising events, service projects and chairmanships. Club events are highlighted, and credit given to those members who excel in projects, programs, community volunteering and other club activities.

Our Dean submits a monthly article announcing various GFWC and CFWC activities. Because her duties include overseeing all program and project chairmen, her articles highlight their projects and achievements and encourages members to get involved. All Project Chairmen are invited to submit articles describing new or ongoing projects, reminding us of relevant details or deadlines and asking members to volunteer for committees or join in activities related to the project. Most months, there is important information from our 2nd VP of Membership and 3rd VP of Ways and Means.

Our newsletter is produced monthly during the club year and is circulated via email with a direct link to our website "Newsletter" page. A printed copy is mailed to members who do not use or have computers. As a communication tool, the newsletter should be easy to read, straight-forward and accurate. It should not be cluttered with distracting items or unrelated news. The editor spends 1-2 weeks a month on final editing and composition.

Project Title: E-Blasts to Members - Can't Live Without 'Em Hours: 60 Donated: \$0

With 100+ members participating in more than projects, fundraisers, meetings, and board meetings, it's often necessary to communicate quickly to relay new info or changes to a project or event. Our eBlast chairman is the point of contact -she receives the draft eblasts, then circulates it as quickly as possible. She keeps a current list of email addresses for all members.

We designate Tuesdays and Fridays as weekly eBlast days. This helps keep communications manageable while still getting the information to members in a timely manner. We also modernized our eBlasts by including links to our website, Facebook pages and Google Forms for easy access to events, photos, etc. for our members. On average, the chairman sends 18-20 eblasts each month.

Project Title: Technology - The Future is Now! Hours: 50

Donated: \$35

A primary goal of our Communications and PR Chairman was to bring technology to our club and to our members. Besides the changes to our website and Newsletter, we made many more strides in technology. And we are continuing our efforts to be part of CFWC and GFWC publications. Our craft fair pictures were in the Orange District's newsletter, *The Call*. And we had two articles posted in CFWC and GFWC newsletters. We are getting the word out about our marvelous club!

First, she centralized all club documents, photos, and forms into one location on our Google Drive. This allows seamless access to important files, which is especially helpful when working on joint projects or

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transitioning a position from one member to another.

Next, we implemented the use of Google Forms as a quick and easy tool for members to sign up for projects, show interest in leadership positions, sign up and pay membership dues, and even sign up for the California Federation of Woman's Clubs Newsletter, QuickBytes. We also have online payments with PayPal for our

membership dues . All-in-all, it was many small steps for our members, and one giant step for our club!

Project Title: Who are Those Ladies in Purple? Hours: 300

Donated: \$0

The Yorba Linda Woman's Club always keeps in mind the importance of our *brand*. We have a lovely, updated logo designed by a member that is on our signature purple shirts. The logo is on our lectern, our signs, on certificates, all our communications amongst ourselves, our district and community. Members have the option of buying their own t-shirt and then having our logo printed. This makes the ladies more comfortable about the style of their shirts.

We have a red t-shirt for our WOW, Women Out Walking, members. They walk twice a week along a special trail in our city. Other walkers stop them to find out, "what's with those shirts?" We have gained new members this way. Very cool.

We also have special red "Support Our Troops" shirts we wear to special military or civic events or just because on Sundays. This again raises questions from those around us. Even our mayor refers to us as the Ladies in Purple. Another opportunity for new members!