

# ORANGE DISTRICT AWARD WINNERS 2020

## COMMUNICATIONS & PUBLIC RELATIONS

### Medium Clubs

#### FIRST: San Clemente Junior WC

Prepared by: Jenny Hostert	Club: San Clemente Junior Woman's Club	
Number of Members: 22	District: Orange District	Area: C
Club Position: Dean		
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## Communications and Public Relations

*The San Clemente Junior Woman's Club, established in 1948, is a medium club (22 members) located in the beachside community of San Clemente, CA. Members range in age from 20's through 50's. We are a diverse group of women, most of us with children and many with professional careers, and all with a passion to serve our community.*

**Project Title:** Google Suite **Hours:** 40 **Donated:** \$ **In Kind:** \$

The San Clemente Junior Woman's Club (SCJWC) transitioned to google suite as our main hub for organizing our files and online documents. To consolidate all our files into one place, the club voted on storing all our data on google suite. This allowed us the opportunity to transfer historic files in shared folder drives that will allow for better transition to our members from year to year as well as keep our members up to date with collaborative documents that can be edited in real time. To allow us the ability to track emails by position, we also created individual email addresses for each of our positions. Our hope is that this will provide a better line of communication and easier access for each member moving into the position from year to year. Our shared folders include meeting agenda and minutes (every board and general meeting minutes/agenda are posted prior to meeting here), files (all important files pertaining to the club are here), general (information from chairs about their projects), and non-shared folders for each position to store their position related documents. All google documents created, such as the hours log/spreadsheet and draft agendas are accessible via our shared members folder where members are able to edit and add information directly into these documents at home or even on their phones without having to send the changes to the President or Chair responsible.

### Social Media

**Project Title:** Outreach **Hours:** 100 **Donated:** \$ **In Kind:** \$

The San Clemente Junior Woman's Club knows the value of a good social media presence. Being active on social media allows our posts to get a higher ranking, meaning more people outside the club will see it. Our goals with social media are to attract new members and increase community awareness. We post our meetings and public events on Facebook so non-members can see our events and join in. After an event we will post candid shots of the event so others can see the fun we have while making a difference in our community. In addition to Facebook we use Instagram. Social media was integral in marketing our fundraising events including our online day of giving, partnered shopping events and membership events especially during the COVID-19 pandemic when in-person interactions for communication was not a possibility.

### Facebook Private

**Project Title:** Group **Hours:** 50 **Donated:** \$ **In Kind:** \$

To stay connected and up to date on upcoming projects and events both related and unrelated to the San Clemente Junior Woman's Club (SCJWC), we have continued to use a Facebook private group page for our members. Our SCJWC member only page provides an outlet for our members to share upcoming reminders, crowdsource ideas through polls and share our personal successes and failures as we navigate through our various projects. Through the COVID-19 pandemic we have used our Facebook private group page to help us manage projects and communicate with each other in a time when face to face was not possible.