



**CLUB AWARD ENTRY FORM**  
*Annual Reporting January 1-December 31, 2019*

Prepared by: Name: Stacy Berry		Club: Woman's Club of Cypress
Number of Members in Club (as according to the CFWC Yearbook): 78		
Reporter's Address: [REDACTED]		
Club Position: Publicity Chairman	CFWC Area:	
City: Cypress	State: CA	Zip: [REDACTED]
Email: [REDACTED]	Phone: [REDACTED]	

**COMMUNICATIONS & PUBLIC RELATIONS**

The Woman's Club of Cypress celebrated its 50<sup>th</sup> Anniversary in March 2016. Located in the northeast corner of Orange County, the club provides service and philanthropic opportunities for our membership, including dozens of members who mark more than 25 years of membership and participation, along with two founding members, multiple Past-Presidents, and new members each year. Members range in age from 35 to almost 102 years. The majority are retired and able to be actively involved, while the working members participate whenever possible. In addition to financial donations, members volunteer hundreds of hours working on vital projects that impact our local, national, and global communities. Our members are motivated, compassionate, creative, civic-minded, infinitely generous, and grateful to give back to others.

<b>Project Title</b> PRESS	<b>Hours</b> 25	<b>Donated \$</b>	<b>In Kind \$</b> 0
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Media releases are sent regularly to one local weekly newspaper and one daily online publication. We had numerous articles published both in print and online in 2019.

The *News Enterprise-Event*, circulated widely in Cypress and neighboring communities and the online publication, *OC-Breeze*, published articles and photos regarding events and meetings of the Club throughout the year. Articles included highlighting donations to local organizations, the annual Inspiration Breakfast, meeting speakers and scholarship awards.

<b>Project Title</b> CLUB NEWSLETTER	<b>Hours</b> 310	<b>Donated \$</b>	<b>In Kind \$</b> 200
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Our Club newsletter, *The Friendly Informer*, is designed and distributed ten months each year. It is sent via email to the majority of members and mailed to those without email access. The newsletter editor designs the layout and graphics, gathers information from board members and

committee chairmen, gets overall approval from the Club president, and is responsible for distribution of the newsletter. The postal mailing cost is sponsored by a generous Woman's Club of Cypress member.

The Friendly Informer includes: President's message, calendar of upcoming events, members' birthdays and anniversaries, Dean's Report, Membership Report, upcoming fundraisers, Motions and Recommendations, event and meeting information for the upcoming month, information on Orange District events, General Federation of Women's Club information, member spotlight, committee reports, community news, and photos from recent events.

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<b>Project Title</b>	<b>MASS EMAILS</b>	<b>Hours</b>	<b>310</b>	<b>Donated \$</b>	<b>In Kind \$ 0</b>
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Each Monday throughout the year, a mass email is sent to all members who have access to email. Those who do not have email are contacted by an Email Buddy to share the information. These weekly updates keep members apprised of information about upcoming events, information from Project Chairmen, reminders from the Club President, GFWC News & Notes, and more. All mass emails are reviewed by the Club President before emailing. Typically, 70 members receive an email each Sunday night.

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<b>Project Title</b>	<b>CHAMBER OF COMMERCE</b>	<b>Hours</b>	<b>50</b>	<b>Donated \$</b>	<b>175</b>	<b>In Kind \$</b>	<b>50</b>
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An ad was created for the Cypress Chamber of Commerce's Business Directory by the President. The Club is a member of the Chamber, as we view membership is yet another way to partner with businesses and residents in our community. Our members attend various Chamber events throughout the year. In addition, the Chamber emails a weekly newsletter of upcoming community events, in which our events are included.

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<b>Project Title</b>	<b>SOCIAL MEDIA</b>	<b>Hours</b>	<b>30</b>	<b>Donated \$</b>	<b>0</b>	<b>In Kind \$</b>	<b>0</b>
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On a regular basis, our social media lead posts information and updates regarding our meetings and events, along with photos, on Facebook as well as on our Club's website. Our monthly newsletter is also linked to the website and keeps the community and our members informed about upcoming or past events.

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<b>Project Title</b>	<b>COMMUNITY EVENTS</b>	<b>Hours</b>	<b>310</b>	<b>Donated \$</b>	<b>0</b>	<b>In Kind \$</b>	<b>500</b>
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Board members and general members participate in community events to promote our Club. On most occasions, multiple members distribute Club information brochures and answer questions about Club membership. In many cases, our Club President attends community events in an official capacity.

Examples of event participation during 2019 include: Cypress Police Department Open House where we distributed water bottles to the public, our information booth at the Cypress Women's Conference, and our annual Spring Tea which is also attended by many members of the community.