

## Communications Summer Workshop Handout

**Chairman: Katie Stewart**  
**Contact: [katiescjwc@gmail.com](mailto:katiescjwc@gmail.com)**  
**Mobile: 949-973-4884**

Creating effective ways to communicate with your membership is crucial to your club. It's the main way to get your club in front of people; members, potential members and community members. It's important to know how your members like to receive information...in print, or electronically? You may want to survey them. Are they open to change? If not, it may be important to create a mix of old and new.

Covid restrictions have changed the way we communicate so take this opportunity to reassess how members are accessing information and make sure you communicate with them often and repeatedly. Times are different and meetings and events are not as predictable as they once were so be ready to increase your communications for any event, meeting or project you do have coming up so members can get excited about it and add it to their calendars.

We'll review 4 main parts of the basic Club Communications Strategy: Newsletters, Email Platforms, and club website and Social media.

**Newsletters:** Club newsletters are one of the most efficient methods of informing club members about projects, programs, events, partnerships, and issues.

- Appoint a newsletter chairman
- Identify a layout and format that works best for your membership and budget.  
Remember to ask your members what THEY want to see!
- Include information distributed from all levels of GFWC leadership (get articles and info from their websites and the Quickbytes)
- Always provide club contact information.
- Make it available - post it on your website and share on social media

**Email Platforms:** Use an email platform to share your newsletter or your events. Keep your email list updated.

- Constant Contact - [www.constantcontact.com](http://www.constantcontact.com)
- MailChimp - [www.mailchimp.com](http://www.mailchimp.com)

**Club website:** Your club website is the public's first AND LAST impression of you and your members! It is always open, 24/7 for all to see so please make sure it is up to date and that it contains fresh and timely content. Also – SHOW what you do for your community! Pictures make your site interesting. Make visitors to your site want to be a part of your club!

- Appoint a website chairman for your club
- Link to GFWC.org and CFWC.org to show that your club/State Federation is a part of GFWC.

- Develop a plan for updating the website and share the responsibilities for writing new content.
- Promote your website on social media posts and include website addresses in printed materials.
- Update your site frequently! And make sure information is accurate
  - Add Events, invites for meetings, project descriptions and lots of pictures, utilize a blog

**Social Media:** Meet your members where they're at, maybe they're on their phone and can easily spend time checking out your page. Great for attracting new members and for keeping in contact with current members

- Easy to use platforms (Facebook, instagram)
- Easy to set up and provides access to a focused audience (your members and friends)
- Can be more casual than your website posts
- Content - what should we post about? You want to post frequently
  - Aim for 70% content about your club (events, meetings, member highlights) etc,
  - 20% sharing or reposting from similar groups (GFWC, CFWC and member Clubs)
  - 10% just for fun (post anything you think is fun or interesting - a good way to keep your feeds fresh)
  - To save time you can schedule posts - try to get at least one post per week
- Be sure to like the GFWC and CFWC facebook pages - they are run really well and will give you lots of ideas.
- Sharing is caring - the more you share other posts and the more your posts are shared, the higher your ranking in the algorithm - the higher the ranking the more your pages will be seen.