



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

2022

Chairman: Mary Kamhi		Club: GFWC Woman's Club of Cypress	
Number of Members: 95		District: Orange	Area: C
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
COMMUNICATIONS & PUBLIC RELATIONS			
Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO			

The GFWC Woman's Club of Cypress has contributed time, talent, and funds to help the community for 56 years. Located in the northwest corner of Orange County, the club provides service and philanthropic opportunities for our membership, including dozens of members who mark either 50, or more than 25 years of membership, multiple past-presidents, and new members each year. Members range in age from 35 to 94 years. The majority are retired and able to be actively involved, with the experienced members mentoring those who are newer or working, helping them to get involved however 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.

Project Title: Social Media Hours 60 Donated \$0 Spent \$0

Project Leader: Publicity Chair, Mary Kamhi

Expanding our social media presence has brought us into the 21st century and made the Club more relevant to members and the community. Our Facebook account is to better represent who we are and what we do. We also created an Instagram account, which has opened the door for our Club to be recognized by a broader community. With the use of Canva, we can create modern eye-catching posts with pictures and backdrops. We have doubled our posts from prior years, which not only is getting the attention of our community but is also documenting our history. We have created events in Facebook and Instagram for major fundraisers, such as our Tea, Crime Prevention, Health & Wellness, Arts, etc. Through our Facebook and Instagram page, we received the attention of a few local newspaper who offered our club articles in the paper. We have also had new potential members approach us via Facebook wanting to learn more. Two are now members of our club. It's amazing how a little bit of time can reach such a large community and beyond. With social media being a newspaper of the 21st century, many of our City of Cypress members are on our pages. The City of Cypress events showcase many of our events along with them such as the Women's Conference of 2022 and Meals on Wheels Kindness Bags etc.

Project Title: Club Website Hours 75 Donated \$0 Spent \$0

Project Leader: Club President, Bonnie Peat & Publicity Chair, Mary Kamhi

Our website continues to get the attention of new and potential members. When someone reaches out to us and wants to learn more, our club website is one of the tools we use. It presents our club strategy, our leadership, our calendar of activities, our Friendly Informer newsletter and photos highlighting the latest activities of our members. Our website is now also a resource for our members to find copies of regularly used forms, such as warrants, expense reports and reporting of in-kind donations. Our donation button on the Home Page is used regularly for individuals wanting to make donations to the club. It provides an instant receipt to the donor as well as it pushes a notification to the Treasurer and President. We also have capability on our website to receive credit card payments, for those unable to write checks. Having an easy to use website has paid dividends for our club.

Project Title: Press Releases Hours 30 Donated \$0 Spent \$0

Project Leader: Publicity Chair, Mary Kamhi

We have several articles published this year, both in local newspapers and on our social media. These articles range from publicizing our new Club officers to advertising for our major fundraisers. We recognize the best way to get attention is to include a photo with our article. Knowing this, we challenged our Publicity Chair and other members to take photos at all events. Every time we get in the press, we have community members calling to either congratulate us or ask questions on how they can join our club. With our community having a very active senior population, having press releases that are published both in print and online has been very valuable. Being flexible is key to reach a broad audience.

Project Title: Friendly Informer Newsletter Hours 360 Donated \$0 Spent \$300

Project Leader: Club Member, Muff Elstran

Our Friendly Informer has become a work of art, making it fun and inviting to read, while still providing key updates on the great work our Club does. We release ten issues a year, and include a President's message, chairman updates, upcoming events, a calendar, and a game that our members can print and enjoy with their family and friends. As our membership ranges in ages from 35-94, we want to use communications that meet the needs of most. The newsletter is emailed to other presidents in the Orange District as well as potential new members. Check out our latest version on our Club website too!

Project Title: President – Weekly News Hours 104 Donated \$0 Spent \$0

Project Leader: Club President, Bonnie Peat

Continuing with the tradition from prior administrations, our President provides weekly news via email to our club members. Having over 100 members ranging in ages from 35-94, communication is critical. The weekly news provides a summary of the activities from the week prior, what's coming up in the next few weeks, who to call with questions and if there are members needing our thoughts or prayers. For members not on email, we cover the main topics in our Friendly Informer Newsletter, which gets distributed by email or is printed and distributed to those who need it. For our newer members who are still learning what we do, this is a great way for them to feel a part of the Club, to better understand our projects and to see how they can get more involved.

Project Title: Zoom Meetings Hours 24 Donated \$0 Spent \$0

Project Leader: Club Member, Colleen Janssen

We use Zoom for our monthly Legislation & Public Policy meetings. Our members are accustomed to using the tool and we get great participation offering this flexibility. In addition, we have been able to invite dignitaries such as Assemblywoman Quirk-Silva, Senator Newman and our very own Mayor, Paul Morales. This has been a great way for our membership to hear directly of what's going on nationally and locally. It also provides the ability for our members to ask questions that are on their mind. In addition, up to

September, we were providing a Zoom option for members unable to attend our monthly meetings. This was a great way to expand our offering and get great involvement. We would upload the recording of the meeting into our YouTube Page and provide a link for all to watch as they desire. This has now been stopped as our members have wanted to be in-person, face to face with their friends from the club. Zoom provides us a lot of flexibility and our member absorbs the annual cost of \$180.

Project Title: YouTube Hours 8 Donated \$0 Spent \$0

Project Leader: Club President, Bonnie Peat

Our YouTube channel continues to be a resource to upload our Zoom meeting recordings as well as our club history videos. This has been a great tool for ready access to information by our membership.

Project Title: Community Outreach Hours 34 Donated 0 Spent \$167

Project Leader: Club President, Bonnie Peat

Being a part of our community is key to increase our visibility and create awareness of who we are and what we do. This year we participated in several events including being a sponsor at the July Salute to America where we had a booth and special recognition on the stage; an October 5k run/walk where we sponsored the seniors walk and provided them T-shirts with our club's name; and we helped lead the October Cypress Women's Conference event where 200 women and dignitaries attended. We continued our monthly participation in the Cypress Chamber networking breakfasts, the annual State of the City, Christmas tree lighting ceremony, and so on. To help in our promotion of the club and to attract individuals to our booth, we added a six-foot banner that we display when we are at events that highlights what we do, photos of events and some statistics as well as a game wheel for winning of a prize. Being active and spreading the word about our club has led to new members joining our club wanting to make an impact in our community.