



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1-December 31, 2022

Chairman: Joan Larsen/Judy Wagner		Club: GFWC Woman's Club of Cypress	
Number of Members (from CFWC Yearbk): 95		District: Orange	Area: C
Club Position: 2 nd VP/Co-Membership			
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
MEMBERSHIP			
_____ 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: Retention Activities **Hours:** 430 **Donated:** \$0 **Spent:** \$35

Outreach and Education: When we returned to in-person meetings, some of our members still had concerns about Covid and weren't comfortable to return. Our "Zoomologist" continued to engage these members in attending club general meetings via Zoom, until June 2022 when the Zoom attendance fell to just a few members. Members are still able to attend a monthly Zoom Legislative & Public Policy meeting, which is also made available on YouTube for viewing by those members unable to attend.

New Members: We continue to grow as our members refer their friends and acquaintances. Our Facebook page and Website have attracted a few new members, as well as attendees from the Cypress Women's Conference held in October 2022. We recognize new members at our general meeting the month after they join the Club with a "Welcome bag" filled with a small notepad and Club pen, a copy of The Collect, a current yearbook, the President's flower, and Club pin and/or name badge, if purchased. Each new member is also highlighted in our monthly newsletter, the Friendly Informer. New members who express a particular interest in a project or charity are matched up with the committee chairman. We have welcomed 29 new members since January.

New Member Profile: We highlight a new member in our monthly newsletter with a brief bio and a photo. We find this a valuable way for our members to learn about the background and interests of our new members, as well as to recognize them at a meeting or event. It also helps those members with similar interests reach out to one another and build friendships.

Membership Renewals: In January, our website was set up to accept on-line credit/debit card payments via PayPal just in time for membership renewals—about 15% of members renewed via credit/debit card

and paid the processing fee as well. We achieved timely payment by emailing the renewal forms to all members with an email address on file and mailed it to only those members without email. We also included an article about this in our Newsletters issued in January and February, as well as in the President's weekly email. This process also saved postage and printing costs for the club and many members saved on postage by hand delivering the renewal form they printed out with a check to a meeting.

Monthly Games or activities: In-person game nights (Bunco) or other activities, such as a ceramic making class, fall floral arrangement class and a Hallmark Christmas movie night were well attended and great fun! Members bring potluck food items to share and a donation is made to the charity selected by the hostess. These events may be held in the evening or on a weekend. Monthly game nights are set up at the June meeting with program chairs encouraged to sign up in advance. This is a fun and easy way for members to socialize and raise funds for a specific cause.

Meet a Board member: The President made cardboard name cards with position for each Board member and places them randomly at tables with the members-at-large. We found this to be a helpful way for board members to establish relationships with all the members by sitting with a different group each meeting.

District Workshop: All members are encouraged to attend the in-person Summer District Workshops to learn more about the duties of the Executive Board and Chairmen. We had a few brand-new members attend. Information is shared by the President in group emails to the members about this and other workshops presented by Orange District during the year.

Membership Book: Every year in September, a printed Yearbook (or Membership book) is given to each member and it provides the names, addresses, emails, and photo of every Club member, as well as other important information such as our Bylaws, Standing Rules and Programs/projects. This book enables our members to contact each other. It also includes the birthday of the member and birthdays by month, so that we can ensure they are celebrated. This is a valuable part of keeping in touch with members and helps remind them that we are always there for them.

Project Title Recruitment Hours: 460 Donated: \$0 Spent \$55

Recruiting: We have Trifolds, bookmarks or business cards, that we share with people when we tell them about our Club. We also display a banner with pictures of members at various club events at our booth/table we set up at the Cypress Police Open House in May, the Cypress Salute to America in July and the Cypress Women's Conference held in October. However, our members are the best advocates for the club as they talk to their family, friends and neighbors, then invite them to meetings or other activities that we hold during the year. Our members express how much fun it is to be part of the Club and the good work we do for the community.

Potential Member Outreach: Our members are awesome in their referrals!! They are our greatest resource in growing our club by bringing their friends, neighbors, co-workers, or acquaintances to Club meetings and other activities. Our club's website was updated for easier usage over the last year and with our Facebook page we now have more exposure, which has resulted in inquires and new memberships. The Membership team reaches out to each potential new member via email (or phone call) with upcoming meeting information and sends a current Newsletter. We then keep the person informed of upcoming club events until they become a member and are in the formal chain of communication. Since January 2022, we've grown rapidly with 29 new members with five potential new members planning to attend our January 2023 meeting!

Night Section: One of our former Presidents started-up a quarterly evening meeting this year as a way to encourage more participation in the club by working women. Meetings were held in January, April, July and October starting about 5:30pm with a potluck and of course wine! All meetings are open to all members and well attended. The group is asked to come up with a project and/or arrange summer

activities, such as a potluck held the last night of the Cypress Concerts on the Green; and a fun morning at the beach with a yummy brunch and mimosas at Sea Legs at the Beach, while we listened to a 'Beach Boy' tribute band. At the October meeting, this group helped with the Veteran Buddy Box project by placing cards and ribbons on the boxes for delivery to the Veteran's Hospital for Veteran's Day in November. Recent Facebook inquiries from two working women resulted in excitement when they learned about this Night Section. They plan to attend our January 2023 meeting.

New Member Orientation: This year we held two in-person orientation meetings at the home of our current President: One in April was attended by 8 new and 3 potential members and the second in November was attended by 7 new and 6 potential members...with 5 joining that night and one will join in January. A PowerPoint overview of GFWC, CFWC, Orange District, and our Club was presented by a former Club President who created the program. Topics covered included: GFWC's mission, GFWC/CFWC/our club slogans, organization chart, history (including famous members), accomplishments, seven program areas, special projects and awards, member discounts, member responsibilities, and The Collect for Clubwomen. The attendees were able to ask questions and socialize, as well as enjoy some light refreshments. A New Member Handbook and the presentation were handed out to each of the attendees for use as a reference. We continue to hold this event for new members, as needed.

Membership Materials: Every year, the membership chairpersons and the current President work together to update the New Member Handbook and tri-fold brochure to reflect appropriate changes at the National, State, and local level. The trifolds are used as informational handouts at any event we participate in, and at our monthly meeting welcome table. Our club's website provides detailed information about us and provides links to GFWC, CFWC, and Orange District. We receive inquiries about membership through our Club's website and Facebook page.

Project Title Rewards Hours: 300 Donated: \$0 Spent \$0

Sunshine & Remembrance: Our chairperson is a very special woman that makes each member feel special and a part of the club family. At each general meeting, birthdays for the month are announced and we sing "Happy Birthday". Our members receive birthday cards, get well and/or sympathy cards, as well as flowers when they are sick. Our chairperson often makes phone calls to or visits those that are ill. We also try to express our remembrance of passing members by donations to that member's charity of choice and a book to the local library.

Club Birthday: In March we celebrated the Club's 56th birthday by dressing up with our fascinator or tiara!! We enjoyed cake and other refreshments. We also honored ten members celebrating milestone anniversaries with the Club for 10, 15, 25, 30 and 55 years with a special pin. We also presented them with Certificates provided by Orange District to each of these members.

Holiday Party: Our December Winter Wonderland holiday luncheon had 70 members in attendance! It was held at a local venue with entertainment and a buffet lunch. We also held a holiday card fundraiser: members that wish to participate write cards in their homes and deliver them to the project chairperson, who then places the cards into a bag for each member. Each member pays \$0.25 per card as a fundraiser for the charity chosen by the chairperson. Our members find this heartwarming to know they are thought of by other members—especially new members and those not able to attend, or still not comfortable attending in-person meetings. This year the chairperson organized about 18 members to deliver 112 bags to our current members, totaling about 4,089 cards and raising \$1,222 for Crime Survivors!!