



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

Chairman: Kaycee Stack		Club: Yorba Linda Woman's Club	
Number of Members 93		District: Orange	Area: C
Club Position: President			
Reporter's Address: [REDACTED]			
City: [REDACTED]		State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]		Phone: [REDACTED]	
COMMUNICATIONS			
_____ Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO			

Yorba Linda has a small-town feel and is known as the Land of Gracious Living. In 1912, the Yorba Linda Woman's Club was founded by a group of motivated women, whose inspiration was boundless and was matched only by their faith in their ability to accomplish good thing for their community. To this day they follow their Mission Statement: We are a diverse organization working to promote civic, philanthropic, cultural, and educational interests within our community through the spirit of volunteerism.

Project Title: Social Media Hours 50 Dollars Spent \$0 In Kind \$0

With so many choices for communication through social media these days, Yorba Linda Woman's Club (YLWC) continues to feel confident about our use of Facebook for its easy accessibility, ease of updating, posting photos, and popularity with the public. We've found that most of our newest members reviewed our Facebook pages before deciding to join.

We have two separate pages for our club: one dedicated to our Spring and Fall Craft Fair fundraisers and one relating to our Club, including info and posts about charitable projects, social get-togethers, and photos - lots of photos! We also use social media to advertise and promote our Scholarship and Art Award applications and ceremonies. Using Facebook to create public invitations to our Membership Recruiting events has proven to be highly successful with prospective members not only attending, but also then joining our club! Members are encouraged to visit the Facebook pages often, "like" our posts and share them with their Facebook friends. This has shown to be a quick and effective way of communication for our members, prospective members, and the community. Articles and photos are submitted to the District e-newsletters and to California Federation of Women's Clubs (CFWC) and General Federation of Women's Clubs (GFWC) for publication in club member magazines.

Project Title: Club Website is a hit! Hours: 48 Dollars Spent: \$0 In-kind: \$0

We created our club website 10 years ago. Our Communications and Public Relations Chairman continues to frequently update our site with new information, photos, and a fresh new look. We have a place where we can truly tell our whole story. It is not only appealing, but also useful for members, prospective members, and the community.

Our website (yorbalindawomansclub.org), offers easy, user-friendly online access and information about our mission statement, board members, current Calendar of Events, community service programs, and Craft Fairs. This year, we added a section on the history of the placement of signs for the Yorba Linda Bird Sanctuary.

Scholarship and Art Contest applications, the club's 100+ year history, online membership applications, photos of members "in action"; our monthly Newsletters, as well as a link to the CFWC Orange District's Newsletters can be found on the website. We also have a private page for our members only, which provides online access to helpful forms, Office Depot Discount Card, and our up-to-date Member Roster/Contact List.

We also encourage members to submit photos they've taken during a project or event, which gives our webmaster a broad selection to choose from, keeping the site fresh and engaging. Our members are happy to see their photos up on the site.

For current members or for anyone interested in joining or finding out about our club, the website includes a membership interest and application form. The form also has a link to collect dues online through PayPal. Once the form is filled out, it goes directly to our Membership Chairman via email. She can quickly contact the prospective member to answer questions.

Project Title: Yorba Linda Lights Monthly Newsletter Hours: 348 Dollars Spent: \$0 In-Kind: \$0

The monthly "Yorba Linda Lights" is one of the main methods of communication used by our club, helping keep members informed, engaged, and inspired. In 2022, the Editor has taken "Yorba Linda Lights" in a new direction: with online publications on our website, direct links to our philanthropies, dedicated section for GFWC and CFWC updates, photos of our members in action and having fun, and more! Both new and seasoned members are enjoying the new format and ease of access, and it's been a great recruiting tool for our club.

Our President writes a monthly "President's Message" to encourage members to be diligent in their commitment to the club and its fundraising events, service projects and chairmanships. Club events are highlighted, and credit given to those members who excel in projects, programs, community volunteering and other club activities.

Our Dean submits a monthly article announcing various club, GFWC and CFWC activities. Because her duties include overseeing all program and project chairmen, her articles highlight their projects and achievements and encourage members to get involved. All Project Chairmen and members are invited to submit articles describing new or ongoing projects, reminding us of relevant details or deadlines and asking members to volunteer for committees or join in activities related to the project. Most months, there is important information from our 2nd VP of Membership and 3rd VP of Fundraising and Development.

Our newsletter is produced monthly during the club year and is circulated via email with a direct link to our website "Newsletter" page. As a communication tool, the newsletter should be easy to read, straight-forward and accurate. It should not be cluttered with distracting items or unrelated news. The editor spends 1-2 weeks a month on final editing and composition.

Project Title: eBlasts to Members - Can't Live Without 'Em Hours: 100 Dollars Spent: \$0

With 100+ members participating in more than projects, fundraisers, meetings, and board meetings, it's often necessary to communicate quickly to relay new info or changes to a project or event. Our eBlast chairman is the point of contact -- she receives the draft eblasts, then circulates it as quickly as possible. She keeps a current list of email addresses for all members.

We designate Tuesdays and Fridays as weekly eBlast days. This helps keep communications manageable while still getting the information to members in a timely manner. We also modernized our eBlasts by including links to our website, Facebook pages and Google Forms for easy access to events, photos, etc. for our members. On average, the chairman sends 18-20 eBlasts each month.

Project Title: Technology - The Future is Now! Hours: 100 Dollars Spent: \$

A primary goal of our Communications and PR Chairman was to bring technology to our club and to our members. Besides the changes to our website and Newsletter, we made many more strides in technology. We are continuing our efforts to be part of CFWC and GFWC publications. We had two articles posted in

CFWC and GFWC newsletters. We are getting the word out about our marvelous club!

For 2022, our club created a QR code to make membership sign-ups easier.

All club documents, photos, and forms are centralized into one location on our Google Drive. This allows seamless access to important files, which is especially helpful when working on joint projects or transitioning a position from one member to another.

Our club continues the use of Google Forms as a quick and easy tool for members to sign up for projects, show interest in leadership positions, sign up and pay membership dues, and even sign up for the CFWC Newsletter QuickBytes. We also have online payments with PayPal for our membership dues.

Project Title: Who are Those Ladies in Purple? Hours: 50 Dollars Spent: \$0

The Yorba Linda Woman's Club always keeps in mind the importance of our brand. We have a lovely, updated logo designed by a member that is on our signature purple shirts. The logo is on our lectern, our signs, on certificates, all our communications amongst ourselves, our District and community. Members have the option of buying their own t-shirt and then having our logo printed. This makes the ladies more comfortable about the style of their shirts.

We have a purple t-shirt for our WOW, Women Out Walking, members. They walk twice a week along a special trail in our city. Other walkers stop them to find out, "What's with those shirts?" We have gained new members this way.

In August 2022, our club was recognized at the Yorba Linda City Council meeting for our 2022 Academic and Art Scholarship Awards. All club members attending wore purple. Even our Mayor refers to us as the Ladies in Purple. Another opportunity for new members!

Our club continues to make its presence known at various events and activities in the community while wearing our purple shirts: We often attend the Yorba Linda Chamber of Commerce meetings, a Red Cross Blood drive was organized, members participated in Pat Nixon Day at the Richard Nixon Library, members helped with food distribution through Giving Children Hope.