



2018-2020 ADMINISTRATION

GFWC CLUB MANUAL



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LETTER FROM THE PRESIDENT

Dear GFWC Sisters,

It is with great anticipation and excitement that I welcome each of you to the 2018-2020 GFWC Administration. I am truly honored to be serving as your 52nd GFWC International President. GFWC has over 128 years of history rich in timely challenges and major accomplishments. This administration will draw upon the past work of GFWC to direct its two major emphasis areas for the future.

GFWC was founded on the principle of "Unity in Diversity." Our founders could have chosen any word, but they chose "Diversity" because it reflected their belief that the organization should exist embracing "Diversity" in its members and programs. During this administration diversity will be one of the emphasis areas. We will seek diversity in who we are and what we do. Welcome into membership in your club people of all ages, religions, creeds, races, genders and lifestyles. Work on projects with and for organizations that are diverse. Widen the scope of club programs to educate members on the traditions and lifestyles of different religions and countries. Embrace Diversity.



Legislation is the second emphasis area. GFWC's passion for positive change in communities through legislation is part of our history. In 1906, thousands of members of GFWC, who without a vote, only a persistent voice, passed the Pure Food and Drug Act. We will go back to our roots, raise our voices, and reclaim our role as the unified organization that can make things happen. Members will understand the process of how a bill becomes a law and their part in the process. We will select two bills and work actively for them to become laws. We will work to establish the GFWC brand with the members of the United States and State Legislatures by the "RECOGNIZE THE RED" campaign. We will select one bill and on one day all members of GFWC will be asked to call their legislator and urge action on the bill.

During this administration there will also be "7 Grand Initiatives." They are called "7 Grand Initiatives" as each of them has 1,000 as a goal. The "7 Grand Initiatives" are: 1) That 1,000 clubs will do a service project on Martin Luther King Day, January 21, 2019; 2) That members will plant 1,000 trees on Arbor Day; 3) That members will donate 1,000 pairs of used shoes to Soles 4 Souls or Nike "reuse-a-shoe"; 4) that members donate 1,000 Dr. Seuss books by March of 2020; 5) That 1,000 members join the Legislative Action Center; 6) That members do 1,000 projects devoted to women in the military; and 7) That 1,000 members donate \$1,000 to the Capital Campaign. The "7 Grand Initiatives" are very attainable. Plan your projects now.

Thank you for placing your trust in me and affording me this incredible opportunity to serve as your 2018-2020 International President. I am excited about what we can accomplish during the next two years, and I hope these projects that I mentioned have stirred excitement in you.

Mary Ellen

Mary Ellen Brock

2018-2020 GFWC International President

2018-2020



ADMINISTRATION CALENDAR

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

2018

June 23-26
June 26
June 27
June 27

2018 GFWC Annual Convention, St. Louis Union Station Hotel | St. Louis, Missouri
Installation of 2018-2020 GFWC Officers
Post-Convention GFWC Executive Committee Meeting
Post-Convention GFWC Board of Directors Meeting (1/2 day)

August 20-22
August 23
August 23-26

GFWC Executive Committee Meeting
Executive Committee and Staff Retreat
GFWC Board of Directors Meeting, Omni Richmond Hotel | Richmond, Virginia

September 12-16
September 20-23
September 27-30

Western States Region Conference | Las Vegas, Nevada
Mississippi Valley Region Conference | Nebraska
New England Region Conference | Maine

October 4-7
October 11-14
October 18-21
October 25-28

Great Lakes Region Conference | Indiana
Middle Atlantic Region Conference | New York
Southern Region Conference | Mississippi
South Central Region Conference | Texas

November 1-4

Southeastern Region Conference | North Carolina

December 1-5
December 2-4
December 5

GFWC Executive Committee Meeting
GFWC Resolutions Committee Meeting
GFWC Holiday Reception

2019

January 12-13
January 14-17
January 14-16

GFWC Strategic Planning Committee Meeting
GFWC Executive Committee Meeting
GFWC Bylaws Committee Meeting

March 5-7
March 7-10
March 7

GFWC Budget & Finance Committee Meeting
GFWC Executive Committee Meeting
GFWC Women's History Month Reception

April 21-27
April 24

GFWC Volunteers in Action Week
GFWC Federation Day

2018-2020 CLUB MANUAL

ADMINISTRATION CALENDAR

<p>June 25-26 June 27 June 28 June 24-26</p> <p>August 13-16 August 16-19</p> <p>September 5-8 September 11-15 September 19-22 September 26-29</p> <p>October 3-6 October 10-13 October 17-20 October 24-27</p> <p>November 11-14 November 11-13 November 14-17</p> <p>December 4</p>	<p>GFWC Executive Committee Meeting GFWC Convention Tour GFWC LEADS, Board of Directors Meeting, State Night Banquet 2019 GFWC Annual Convention, JW Marriott Austin, Texas</p> <p>Executive Committee Meeting GFWC Board of Directors Meeting, Omni Shoreham Washington, D.C.</p> <p>Great Lakes Region Conference Michigan Western States Region Conference Idaho Mississippi Valley Region Conference Kansas Southeastern Region Conference Virginia</p> <p>New England Region Conference New Hampshire Middle Atlantic Region Conference New Jersey Southern Region Conference South Carolina South Central Region Conference Arizona</p> <p>GFWC Executive Committee Meeting GFWC Resolutions Committee Meeting GFWC 2020-2022 Administration Orientation Meeting</p> <p>GFWC Holiday Reception</p>
<h2>2020</h2>	
<p>January 14-15 January 16-19 January 16-18</p> <p>March 3-5 March 5-8 March 5</p> <p>April 19-25 April 24</p> <p>June 23-24 June 25 June 26 June 26-30 June 30</p>	<p>GFWC Strategic Planning Committee Meeting GFWC Executive Committee Meeting GFWC Bylaws Committee Meeting</p> <p>GFWC Budget & Finance Committee Meeting GFWC Executive Committee Meeting GFWC Women's History Month Reception</p> <p>GFWC Volunteers in Action Week GFWC Federation Day</p> <p>GFWC Executive Committee Meeting GFWC Convention Tour GFWC LEADS, Board of Directors Meeting, State Night Banquet 2020 GFWC Annual Convention, Sheraton Atlanta, Georgia Installation of 2020-2022 GFWC Officers</p>



STATE STATISTICAL FORM & AWARD ENTRY FORMS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

In order to compile our annual report, GFWC requires all of its State Federations to submit statistical totals each year. Clubs may also compete in the GFWC Awards Program by submitting the GFWC Award Entry Forms.

The major points of the process include:

- Clubs will report to their respective State Federations in accordance with their respective guidelines.
- Each State President will provide GFWC with a completed State Statistical Form that includes the totals from all Woman's, Junior Woman's, and Juniorette clubs in their respective state. If clubs have provided statistics for the Partnership projects — please record them on those lines. If you don't have separate statistics for Partnership projects—please report all statistics on the first line that reads Community Service Projects. This form will be available annually in both electronic and print versions. One copy of the form will be submitted directly to GFWC and another copy will be sent to the First Vice-President.
- There will be an Awards Program for states based on membership categories established at the beginning of each administration.
- States that do not submit the Statistical Form by the deadline are ineligible to receive state membership category and club creativity awards.
- In accordance with the State Award Entry Cover Sheet guidelines, each State Federation may submit one entry for each of the two Special Programs, one for each of the six Community Service Programs, one for each of the six Advancement Areas, and one for Epsilon Sigma Omicron (ESO). Judging criteria will be based upon the community or club impact of the projects submitted. The Awards Program is optional.
- In accordance with the Club Creativity Award Entry Cover Sheet guidelines, each State Federation may submit one club entry for each of the two Special Programs, one for each of the six Community Service Programs, and one for each of the six Advancement Areas and one for Epsilon Sigma Omicron (ESO). Judging criteria will be based upon the creativity of the projects submitted. Clubs will not submit entries. The Club Creativity Awards are optional.



For more information, refer to the Awards, Contests, and Grants section of the *Club Manual* or contact the GFWC Programs Department at Programs@GFWC.org.



GENERAL FEDERATION
of WOMEN'S CLUBS

State Statistical Form

UPDATED MAY 2018

Annual Reporting Period: January 1 – December 31, 2018

State Federation Name:			
State President Name:		Email Address:	
State President Mailing Address:			
City:	State:	Zip:	Phone:

INSTRUCTIONS

Complete this form to include total statistics from your State Federation, including General, Junior, and Juniorette clubs, for each Special Program, Community Service Program, Partnership Project, Advancement Area, and Epsilon Sigma Omicron (ESO). If clubs have provided statistics for the Partnership projects, please record them on those lines. If you don't have separate statistics for Partnership projects, please report all statistics on the first line that reads Community Service Projects.

Cells that are crossed out indicate areas which do not pertain to the respective organization and should not be filled in.

Submit Statistical Form to Programs@GFWC.org and debra.strahanoski@gmail.com no later than March 15, 2019, or send via postal mail postmarked no later than March 15, 2019 to:

GFWC		Deb Strahanoski, GFWC First Vice President
Attn: Programs Department	-and-	1011 Galway Road
1734 N Street NW		Joliet, IL 60431-8631
Washington, DC 20036-2990		

Summaries of each Special Program, Community Service Program, Advancement Area, and ESO will be sent to the GFWC International President, Second Vice-President, and respective chairman.

Do not attach your entries (narratives) for awards with this form. This is a statistical report only. Refer to the Award Entry Cover Sheets and use these cover sheets when submitting your award entries.

DEFINITIONS

Community Service Projects are the programs and projects members initiate and participate in to serve their communities, including projects with GFWC Partners.

Number of Projects is the numerical account of the programs and projects initiated and participated in by the clubs in your State.

Volunteer Hours is the amount of time that members worked on club approved programs and projects.

Dollars Donated is the monetary amount given to programs and projects.

In-Kind Donations reflect the monetary value for goods provided to programs and projects. Please refer to the *GFWC In-Kind Donation Guide* for an estimated value of commonly donated items at www.GFWC.org.

Dollars Spent are costs incurred by members, clubs, or State Federations to achieve Advancement Area goals.

Dollars Raised reflects the dollars earned from fundraising and development programs and projects.



		Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
GFWC SPECIAL PROGRAMS					
GFWC SIGNATURE PROGRAM: DOMESTIC VIOLENCE AWARENESS AND PREVENTION	Community Service Projects				
	Partnership Projects:				
	Prevent Child Abuse America				
GFWC JUNIORS' SPECIAL PROGRAM: ADVOCATES FOR CHILDREN	Community Service Projects				
	Partnership Projects:				
	March of Dimes				
	St. Jude Children's Research Hospital				
GFWC COMMUNITY SERVICE PROGRAMS					
ARTS	Community Service Projects				
CONSERVATION	Community Service Projects				
EDUCATION	Community Service Projects				
	Partnership Projects:				
	Hugh O'Brian Youth Leadership				
HOME LIFE	Community Service Projects				
	Partnership Projects:				
	Canine Companions for Independence				
INTERNATIONAL OUTREACH	Community Service Projects				
	Partnership Projects:				
	Heifer International				
	Operation Smile				
	United Nations Foundation (Shot@Life Campaign)				
	U.S. Fund for UNICEF				
PUBLIC ISSUES	Community Service Projects				



**GENERAL FEDERATION
of WOMEN'S CLUBS**

State Statistical Form

	Number of Projects	Volunteer Hours	Dollars Spent
GFWC ADVANCEMENT AREAS			
COMMUNICATIONS AND PUBLIC RELATIONS			
LEADERSHIP			
LEGISLATION/PUBLIC POLICY			
MEMBERSHIP			

	Number of Projects	Volunteer Hours	Dollars Raised
FUNDRAISING & DEVELOPMENT			
Endorsed Fundraiser Projects			
	Flower Power		
	Terri Lynn, Inc.		

	Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
WOMEN'S HISTORY RESOURCE CENTER				

	Volunteer Hours	Books Read
EPSILON SIGMA OMICRON (ESO)		

We are continually working to develop partnerships with organizations whose mission and scope of work are germane to GFWC. This form will be updated as Special Program, Community Service Program, and Endorsed Fundraiser partner agreements are finalized.

Please return form to: Programs@GFWC.org and debra.strahanoski@gmail.com

-or-

GFWC
Attn: Programs Department
1734 N Street NW
Washington, DC 20036-2990

-and-
Deb Strahanoski, GFWC First Vice President
1011 Galway Road
Joliet, IL 60431-8631

Deadline: March 15, 2019



**GENERAL FEDERATION
of WOMEN'S CLUBS**

**STATE AWARD ENTRY COVER SHEET
2018 REPORTING YEAR**

Prepared by: Name:		State Federation:
State Position:		
Address:		
City:	State:	Zip:
Email:	Phone:	
_____ Name of GFWC Special Program, Community Service Program, Advancement Area, or ESO		

STATE AWARD ENTRY:

Entries may be no more than three (3) pages single spaced (excluding cover sheet) and include:

- Up to two (2) pages describing no more than ten (10) specific projects completed by clubs that have made the most impact in a community or club. Include information that describes the “who, what, when, where, how, and why” of the project as well as pertinent statistics for that project.
- One (1) additional page, single spaced, describing the activities at the State Federation level initiated and organized by the State Federation/State Chairman.

Submit the award entry to the appropriate GFWC Special Program, Community Service Program, or Advancement Area Chairman as noted on the first page of the appropriate section of the *Club Manual* no later than **March 15, 2019** with:

- Cover sheet
- Up to two (2) pages describing no more than ten (10) club projects
- One (1) page describing State Federation activities

Note: State Federations are responsible for keeping a copy for their records.



**GENERAL FEDERATION
of WOMEN'S CLUBS**

**CLUB CREATIVITY AWARD ENTRY COVER SHEET
2018 REPORTING YEAR**

Prepared by: Name:		State Federation:
State Position:		
Address:		
City:	State:	Zip:
Email:	Phone:	
_____ Name of GFWC Special Program, Community Service Program, Advancement Area, or ESO		

Club President Contact Information			
Club Name:		Club President's Name:	
Club President's Email:		Club President's Phone:	
Club City:	Club State:	Zip:	

\$50 CLUB CREATIVITY AWARD ENTRY:

Send a one (1) page narrative of the most creative project by one club from your State for consideration of the \$50 creativity award (this is judged separately and may also be part of the ten (10) projects listed on the State Federation entry form):

- Judging based on creativity of the project
- State Chairman is responsible for completing Club Entry Cover Sheet and attaching it to the narrative

Submit the award entry to the appropriate GFWC Special Program, Community Service Program, or Advancement Area Chairman as noted on the first page of the appropriate section of the *Club Manual* no later than **March 15, 2019**

with; Cover Sheet

- One (1) page narrative on most creative project

Note: State Federations are responsible for keeping a copy for their records.



CAPITAL CAMPAIGN

"THE CAMPAIGN FOR THE FUTURE"

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

NEW!!! "2018-2020 Million Dollar Club"

SPECIAL FUNDRAISING CAMPAIGN

During the 2018-2020 administration we are establishing a "Million Dollar Club" for the Capital Campaign. You want to join? It is easy, and you can be the first in your club, district, or state to become a member.

"The Million Dollar Club" will have as its members 1,000 donors who donate \$1,000 each. The donor can be an individual member, member clubs, districts, or state federations. The goal is one-million-dollars donated by June 27, 2020.

If you have already made a commitment to the campaign, consider an additional donation and designate the Million Dollar Club. Donate as an individual. Donate as a club by having individual members donate toward the \$1,000 goal. Donate as a district by inviting the district clubs to collectively donate toward the \$1,000 donation. And State Federations can also become a member of the Million Dollar Club in the same way. It only takes a donation of \$1,000.

We want to reach our one-million-dollar goal by the end of the two-year special fundraising period, June 27, 2018, through June 27, 2020. If we can enroll 1,000 club members who care, donating \$1,000 each, the total would be \$1,000,000! Everyone, individual, club, district, or state making a \$1,000 donation would be listed in the special **"Million Dollar Club of 2018-2020 Book,"** which will be on display at Headquarters.

This is a special fundraising campaign for this administration. The \$1,000 must be made in one donation, not a pledge. When you are ready to make your donation (either individual, club, district, or state), please send your check to Headquarters. Make sure you put "Million Dollar Club" on the memo line. We don't want to miss anyone on the "Million Dollar Club" Roster!

Let's make it happen! Join me in kicking off this special opportunity to raise one million dollars for our Federation Home and our Federation Future. If you have any questions contact: **Nancy Jones, Capital Campaign Chairman** at 425-292-3474 or at mcnrjones@comcast.net.

For more than 125 years we have raised funds in support of worthy causes and the organizations that support them. The time has come for us to make a significant investment in ourselves in the form of support for our Headquarters and the programs and projects we hold so dear. The Headquarters building was purchased by GFWC in 1922. At the culmination of **The Campaign for the Future** in 2022 we will celebrate 100 years of ownership. It is time to repair and rejuvenate our Federation Home and become good caretakers of our beautiful, historical Headquarters. Donating to **The Campaign to the Future** is easy. Your tax-deductible gifts can be made at any time as GFWC is a 501(c)(3) organization. For information on other ways to donate to **The Campaign for the Future** please contact Nancy Jones, Capital Campaign Chairman at 425-292-3474 or at mcnrjones@comcast.net.



2018-2020 CAPITAL CAMPAIGN COMMITTEE

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"2018-2020 Million Dollar Club"

Special Fundraising Campaign Donation Form

Donated By

Individual _____ Club _____ District _____ State _____

Donor Information

First Name _____ Last Name _____

Club/District/State Federation (*Circle One & List Name*)

Mailing Address _____

City/State/Zip _____

Phone (with area code) _____ Email _____

Donation Amount: \$1000

_____ *Check (payable to GFWC)* _____ *Cash* _____ *Credit Card*

I hereby authorize GFWC to charge \$ _____ to my _____ Amex
_____ Mastercard
_____ Visa

Card Number _____ Expiration Date (mm/yr) _____

Cardholder's Signature _____ Date _____

Name(s) as it should appear on the Million Dollar Roster: _____

Complete this form and send to:

GFWC | Attn: Capital Campaign
1734 N Street NW
Washington, D.C. 20036-2990



RESOLUTIONS

NEW RESOLUTIONS YOUTH PROJECT

This is a new project. Information on successes or failures and suggestions would be appreciated by the Resolutions Committee. If you have any questions, please contact Chairman Judi Stankowich.

Participation in this project can be reported under the Education Community Service Program, the Public Issues Community Service Program, or Legislation/Public Policy.

Any resolutions developed because of participation in this project could be adopted by the sponsoring club and presented for adoption by the State organization. Please check with the State President or State Resolutions Chairman for process of submission and deadline dates. If adopted by the State, it should be sent to the GFWC Resolutions Committee Chairman by November 1 each year.

GOAL: To provide high school students with the skills needed to engage in the legislation process.

POWER POINT: A Power Point Presentation on the GFWC Resolutions Youth Project is available for you to download at GFWC.org. Go to Resources, scroll to "R", click on "R", go to Resolutions Youth Project, and download.

LEGISLATION INFORMATION:

- To view a specific state bill and its status, search '(name of state) legislature' and you will find a link to Bills. Follow the link; in the search line state the bill number, name, or subject. Or you will find a telephone number that can be called to obtain the same information.
- To view the status of federal legislation, call 202-225-1772 or 202-224-3121 or go online at www.congress.gov or www.statusclerk.house.gov. Another source of information and tracking of a bill's status is www.govtrack.us.

HOW TO ESTABLISH A SCHOOL/SCOUT TROOP RESOLUTION PROJECT (SAMPLES INCLUDED)

PROPOSAL

1. Provide a short fact sheet about GFWC, your state organization, and your club. Include your contact information.
2. Use the internet to find facts of current bills on issues relating to violence in schools, bullying, internet safety, or other subjects that may be of interest. Prepare a summary of the information.
3. Write a short explanation of what you want to accomplish and how it will be implemented in the classroom/troop meetings. Determine the amount of time that the school/troop can allow for the project and in what increments.
4. Include one or two GFWC Resolutions that pertain to the subjects cited as an example.



2018-2020 RESOLUTIONS COMMITTEE

Judi Stankowich, Chairman

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Ida Dorvee, Legislation/Public Policy Chairman

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E: idadorvee@charter.net

RESOLUTIONS

5. List your goals.

RESEARCH

1. Locate the nearest school, principal's name, and telephone number. Call to arrange a meeting to present your proposal. Suggest having a teacher attend the meeting.
2. Contact the troop leader for a local boy/girl scout leader and arrange to present your proposal.
3. Determine if school or scout meeting site has WIFI. If available, bring your laptop. If not, alter presentation to accommodate.

IMPLEMENTATION

1. Prepare a flyer for the students/scouts introducing the project and asking them to be prepared to suggest topics. This should be distributed before the first discussion.
2. Narrow subject focus to maximum of three choices. Divide the group into the number of choices. Explain how to conduct internet searches and obtain wording and status for current bills. Have students/scouts use the current bills to prepare arguments in favor of their bill. Conduct a short debate and allow students/scouts to vote on the bill they will use.
3. Once selected, choose the material for each of and write the three "WHEREAS" statements, which are the reasons the bill is needed. This information can usually be found in the Statement at the end of the bill. Write the first and second "RESOLVED." Use the name of the school and class in the text. The second RESOLVED should contain the list of legislators who will receive the resolution. ("How to Write A Resolution" included).
4. Compose the letter using your home or the club's address that will be sent with the Resolution to the people named in the last "RESOLVED." Be sure to sign GFWC and your club name in red to build recognition of GFWC and your club with legislators. Have copies printed and mailed.

FOLLOW-UP

1. When responses are received make an appointment to present the information to the class.
2. Send notes to the class advising of any action taken about the Resolution.
3. Print certificates of participation for presentation to the class/scouts.

HOW TO WRITE A RESOLUTION (SAMPLE RESOLUTION INCLUDED)

A Resolution is really a motion and as such is one continuous statement with a period only at the end of the last RESOLVED. It should always have a title, usually the name of the bill if it pertains to a piece of legislation or the subject, if it does not.

The title is followed by a maximum of three "WHEREAS" statements, which contain the reasons why the legislation or subject is needed. The text of the bill will usually have a statement at the end providing the information needed. Each WHEREAS is a separate paragraph ending with a semicolon and, except the final one, the word "and." The last "WHEREAS" ends with a semicolon and the word "therefore."

WHEREAS, (first statement of reason legislation is needed); and
 WHEREAS, (second statement of reason legislation is needed); and
 WHEREAS, (third statement of reason legislation is needed); therefore

The first "RESOLVED" statement gives the action desired and ends with a semicolon and the word "and." The second "RESOLVED" states who will receive a copy of the Resolution and ends with a period.

RESOLVED, That (name of club), a member of the General Federation of Women's Clubs with (number of members) concerned women strongly urges the adoption of (bill number and name, or the cause); and
 RESOLVED, That copies of this Resolution be forwarded to (names of those receiving resolution).

RESOLUTIONS

Resolutions can be sent to the following people:

- State bill/subject - Governor; Lt. Governor; President of Senate; Speaker of the House; Senate Majority and Minority Leaders; House Majority and Minority Leaders; Chairman of the Committee to which the bill has been referred; Members of that committee if bill is coming up for a vote; the legislators from your area or district; the legislators who sponsored the bill; the head of any agency involved with the subject matter of the bill; and the GFWC Resolutions Chairman.
- Federal bill/subject - President; President of Senate (this is the Vice President of the US); Speaker of the House; Senate Majority and Minority Leaders; House Majority and Minority Leaders; Chairman of the Committee to which the bill has been referred; Members of that committee if bill is coming up for a vote; the legislators from your area or district; the legislators who sponsored the bill; the head of any agency involved with the subject matter of the bill; and the GFWC Resolutions Chairman.



SIGNATURE PROGRAM:

DOMESTIC VIOLENCE AWARENESS AND PREVENTION

 Visit www.GFwc.org/membership/club-manual/ for updates and more information.

GFWC IS A NATIONAL LEADER IN THE FIGHT TO END DOMESTIC VIOLENCE BY RAISING AWARENESS ABOUT THIS SOCIAL ISSUE.

The goal of the GFWC Signature Program: Domestic Violence Awareness and Prevention is to increase awareness of and help prevent the widespread occurrence of domestic abuse and violence against women in communities across the nation by working with national domestic violence networks, supporting existing activities, working with various established programs, and initiating educational opportunities for club members and local citizens. GFWC is a powerful voice for those who have no voice.

GFWC members will speak with one voice:

- To develop and influence federal and state legislation that positively affects the lives of domestic violence victims and their families.
- To protect the safety, security, and dignity of older citizens.
- To inspire and support young people to build healthy relationships and create a culture without abuse.
- To ensure fair, responsive, and fully developed campus sexual assault policies, knowledgeable administrators, and ultimately, an end to sexual violence on college campuses.
- To empower individuals and organizations working to end violence against women and children around the world.
- To address a broad range of violence affecting women of color and their communities.
- To provide high school athletic coaches with the resources they need to promote respectful behavior among their players and help prevent relationship abuse, harassment, and sexual assault.
- To promote fundraisers which provide a positive and constructive solution to victims of abuse through the *GFWC Success for Survivors Scholarship*.
- To promote projects that support and cultivate work with national and local domestic violence and abuse organizations.
- To support GFWC Signature Program: Domestic Violence Awareness and Prevention Program partners.

The United States Department of Justice defines domestic violence as a pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate



2018-2020 SIGNATURE PROGRAM COMMITTEE

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partner. Domestic violence includes physical, sexual, emotional, economic, or psychological actions or threats of actions that influence another person.

- **Physical Abuse:** Hitting, slapping, choking, shoving, grabbing, pinching, biting, hair pulling, etc., are types of physical abuse. This type of abuse also includes denying a partner medical care or forcing alcohol and/or drug use upon him or her.
- **Sexual Abuse:** Coercing or attempting to coerce any sexual contact or behavior without consent. Sexual abuse includes, but is certainly not limited to, marital rape, attacks on sexual parts of the body, forcing sex after physical violence has occurred, or treating one in a sexually demeaning manner.
- **Emotional Abuse:** Undermining an individual's sense of self-worth and/or self-esteem is abusive. This may include, but is not limited to, constant criticism, diminishing one's abilities, name-calling, or damaging one's relationship with his or her children.
- **Economic Abuse:** Is defined as making or attempting to make an individual financially dependent by maintaining total control over financial resources, withholding one's access to money, or forbidding one's attendance at school or employment.
- **Psychological Abuse:** Elements of psychological abuse include — but are not limited to — causing fear by intimidation; threatening physical harm to self, partner, children, or partner's family or friends; destruction of pets and property; and forcing isolation from family, friends, or school and/or work.

No state, no city, no community, and no neighborhood is immune from domestic violence. Perpetrators and victims come from all races, religions, cultures, age groups, genders, sexual orientations, and socioeconomic levels. Domestic violence occurs in both opposite-sex and same-sex relationships and can happen to intimate partners who are married, living together, or dating.

Domestic violence not only affects those who are abused but also has a substantial effect on family members, friends, co-workers, other witnesses, and the community at large. Children who grow up witnessing domestic violence are among those most seriously affected by this crime. Frequent exposure to violence in the home not only predisposes children to numerous social and physical problems but also teaches them that violence is a normal way of life, therefore increasing their risk of becoming society's next generation of victims and abusers.

(Sources: National Domestic Violence Hotline, National Center for Victims of Crime, WomensLaw.org, National Coalition Against Domestic Violence)

In addition to intimate partner abuse, the GFWC Signature Program: Domestic Violence Awareness and Prevention also works to combat Violence Against Women in all forms: elder abuse, teen dating violence, campus sexual assault, violence against women of color, and child abuse. And to work in engaging men to promote respectful behavior and help prevent relationship abuse.

Resources from the [Action Guides](#) section of our website, **GFWC.org**:

[GFWC Signature Program Domestic Violence Information Guide](#)

[GFWC Signature Program Domestic Violence Action Guide](#)

[GFWC Signature Program Domestic Violence Social Media Posts](#)

[GFWC Signature Program Domestic Violence Campus Sexual Assault Information Guide](#)

[GFWC Signature Program Domestic Violence Campus Sexual Assault Action Guide](#)



Direct any questions regarding projects to the Signature Program Chairman or GFWC Programs Department at **Programs@GFWC.org**.



2018-2020 CLUB MANUAL

SIGNATURE PROGRAM

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.



GFWC SIGNATURE PROGRAM PROJECT:

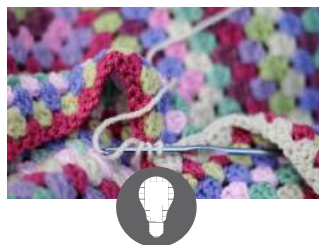
The GFWC Signature Program Committee is challenging our State Federations to raise awareness and benefit domestic violence shelters in their states by having a “purse contest” at their annual state conventions. Encourage clubs to enter their purses created with items to be donated to their local shelters. The purses could also be used as centerpieces for convention functions. **Clubs need to contact their local shelters to determine the current needs of the shelter.**

- P** - Purses
- U** - Uniting
- R** - Resources to
- S** - Successfully
- E** - End violence against women!!



ESCALATION

To raise awareness of the problem of relationship violence, the **GFWC Junior Woman's Club of Westminster (MD)** collaborated with the One Love Foundation and the local State Attorney's office to host a showing of the film “Escalation” to educate viewers on the warning signs of a dangerous relationship. A representative from the One Love Foundation facilitated an open discussion following the film. Attendees included high school students, their parents, local officials, and other community members.



WRAPPED IN LOVE

GFWC Three Rivers Woman's Club (MI) began making blankets and afghans for their area shelter in 2002. What began as a project to make coverings for the shelter's 13 beds and 3 cribs became an on-going project when the members discovered that the residents became attached to their “lovey” and wanted to take it with them when leaving the shelter. To date, the club members have made 769 Afghans and blankets for the shelter, including 50 in 2016.



TIE A PURPLE RIBBON

In October, members of the **GFWC Fort Walton Beach Woman's Club (FL)** tied deep purple ribbons with a large bow around 42 crepe myrtle trees in the median in a highly visible, heavily trafficked road. In order to make the passersby aware of Domestic Violence Prevention Month, the club designed and purchased signs captioned, “Recognize, Report, Stop Domestic Violence” and listed the club, along with their logo, as sponsors.

Make these suggestions part of your club work. Think outside of the box, put a new slant on an idea, and adopt it to your club work. With all projects/programs think diversity--work with other groups or for other groups, or highlight diversity as the theme.

1. Create Comfort Dolls out of muslin, with an attached card that says, “I am a Comfort Doll. I was made especially for you by a woman's heart and hand who cares. When you need strength or just a smile, hold me and feel the love I send. Like me, you are unique, worthy, beautiful and deserve all good things in life. You have the strength within yourself to be extraordinary.” Comfort Dolls – created with our hands – given with our hearts. Give them to a local Shelter.
2. Collect teddy bears to give to children at a child advocacy center, where children are interviewed and examined after an incident of abuse.
3. Collect gently used purses and tote bags and fill them with health and beauty aids, jewelry, children's items, and other toiletries. Present them to your local shelter.
4. Apply for Walmart's Community Grant program to finance a project for your local shelter or to bring awareness to all



types Domestic Violence.

5. Have a White Ribbon Campaign (an international effort of men and boys working to end violence against women) to educate and inform their community about domestic violence. Distribute white ribbons to high school/college male athletes, etc.
6. Donate pocket calendars and desk calendars to your local shelter to help women organize their lives
7. Donate Mother's Day gifts to a shelter so that children can have a present to give their moms.
8. Purchase holiday gifts for your local domestic violence shelter staff. Bake cookies or goodies and take them to your local shelter for the employees, as well as those living in the shelter, for the holidays or the weekend.
9. Donated gently used or new children's books for a library at your shelter.
10. Hold a "Bread for Bras" event. Make Irish Soda Bread and sell it to raise funds to buy bras for residents of shelters.
11. Hold a "Showing and Glowing" of purple during October - Domestic Violence Awareness month. Distribute strings of purple lights to local businesses and community members to display. Attach a card explaining GFWC's Signature Project and your club's participation.
12. Provide "Move Out Kits" for your local shelter. The kits include plates, cups, bowls, kitchenware, and bathroom items for families who leave the shelter and move into a home.
13. Have a "Work Out to Wipe Out Domestic Violence" Awareness Benefit Day. Work with community partners to present a list of activities, such as belly dancing, Boot Camp Training, Pilates, a 10K Run, and self-defense. Collect an entry fee and donate funds to shelter and/or scholarship.
14. Have a "Mardi Bra Party" in any month you wish. Send invitations to other women's groups and ask them to donate new bras and personal hygiene products for local shelter. Have a speaker from local shelter talk about Domestic Violence and the needs of the shelter.
15. Assemble SHARP (Stalking, Harassment, and Rape Prevention) Kits, and donate them to a Rape Crisis Center. Each kit contains a cell phone and charger, a small paper tablet and pen, a flashlight, a whistle, a datebook, and a canister of pepper spray in non-transparent cosmetic bags.
16. Purchase new journals and decorate the covers with inspirational sayings and donate them to your shelter for women to record their thoughts as part of the counseling/healing program.

DOMESTIC VIOLENCE AWARENESS PROJECTS

Domestic Violence Awareness Month evolved from a Day of Unity, observed in October 1981, by the National Coalition Against Domestic Violence. The intent was to mourn those who had died because of domestic violence, celebrate those who had survived, and connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became a special week when a range of activities were conducted at the local, state, and national levels. In 1989, the U.S. Congress designated October of that year as National Domestic Violence Awareness Month. Congress has passed subsequent legislation annually.

To promote Domestic Violence Awareness and Prevention Month:

- Print table tents with a reminder that October is Domestic Violence Awareness Month and provide information about services and how to access them. Distribute table tents to area restaurants and hospital cafeterias.
- Provide materials to your local libraries for a display during October.
- Write an article or op-ed piece for your local newspaper or blog. Work with personnel from your local domestic violence shelter to provide additional information.
- Sponsor a Candlelight/Luminary Vigil during Domestic Violence Awareness and Prevention Month (October). Luminaries can be designed by a shelter's residents.



TEEN DATING VIOLENCE QUICK FACTS

- One in three teenagers report knowing a friend or peer who has been hit, punched, kicked, slapped, choked, or physically hurt by his or her partner.
- Each year approximately one in four adolescents reports verbal, physical, emotional, or sexual abuse.
- About one in 11 teens report being a victim of physical dating abuse each year.
- More than one in four teenage girls in a relationship (26%) report enduring repeated verbal abuse.
- Almost 70% of young women who have been raped knew their rapist either as a boyfriend, friend, or casual acquaintance.
- The majority of teen dating abuse occurs in the home of one of the partners.
- Nearly one in five teenage girls who have been in a relationship said a boyfriend had threatened violence or self-harm if presented with a break-up.
- One in four teens who have been in a serious relationship say their boyfriend or girlfriend has tried to prevent them from spending time with friends or family; the same number have been pressured to only spend time with their partner.



Present each attendee with a purple ribbon upon their arrival. Speakers may include survivors, shelter directors, public officials, and/or police officers. Poetry, messages, and contact information can be printed on a pamphlet that is provided to participants.

- Wear purple—the color of Domestic Violence Awareness Month—during the month of October and use this as a way to tell others why ending domestic violence is important to you.
- Present a proclamation recognizing Domestic Violence Awareness Month to your local, county, or state government.
- **Light in the Window Campaign** The campaign symbolizes communities' concern in shedding light on the devastating effects of domestic violence and their unified commitment to make every home a safe home. Observed annually throughout the month of October, the Light in the Window Campaign signifies community solidarity toward ending domestic violence across the state by organizing a widespread display of purple-lit, electric candles in the windows of residences, businesses, public buildings, schools/universities, hospitals, churches, etc. An informational card that provides details about the Light in the Window campaign and about the collective strength symbolized by the purple flames displayed in windows across the state accompanies each candle display. This idea was originally borne out of the West Virginia Coalition Against Domestic Violence (WVCADV) Public Awareness Advisory Committee, comprised of advocates and survivors from around the state.



PROJECTS WITH DOMESTIC VIOLENCE SHELTERS AND VICTIMS

- Always call your local shelters to discuss their needs.
- Donate new or gently used purses to shelters before Mother's Day for children to pick out a gift for their moms for Mother's Day.
- Ask your local shelter about doing makeovers - manicures, pedicures, make-up, and hair.
- Utilize the after holiday clearance sales to find "comfy" clothes - lounge pants, sweat shirts, slippers, etc. to donate to your local shelters.
- Encourage local businesses and corporations to sponsor a "Denim Day" with the proceeds going to their local shelter.
- Call your local shelter and ask to hold a fundraiser or supplies drive or donate food and/or meals for them.
- During a Holiday Party, Birthday Party, Breakfast with Santa, ask guests to donate coloring books, crayons, books, puzzles, blocks, or stuffed animals for children at a shelter.
- Purchase holiday gifts for your local domestic violence shelter staff. A massage gift certificate, a restaurant gift card, a bath and body gift basket, or anything that embodies a relaxing time for them for all their long and tireless hours. Bake cookies or goodies and take them to your local shelter for the employees, as well as those living in the shelter, for the holidays or the weekend.
- Create a tea basket and donate it to your local shelter. Include tea cups and a tea pot along with various

teas, sugar packets or cubes, honey, and cinnamon. Round out the package, such as tea biscuits, biscotti or chocolate. Finally, decorate the inside of the basket with some lace or anything else to make the package prettier. Tuck a note inside saying: "Take some time for yourself today. Relax and remember where there is tea, there's hope."

STEP UP THE COMFORT PROJECTS

- Assemble and donate *First Night Kits* (pajamas, toiletry items, clothing), Birthday Bags, or Bedtime Snack Sacks.
- Host a "Wear One, Share One" Pajama Party to raise funds and collect pajamas for women and children in local shelters.

STEP INTO THE FUTURE PROJECTS

As victims begin their road to recovery their needs change.

GFWC can donate items that will help them take the necessary steps into their future. Clubs can work with organizations, such as Dress for Success (www.DressForSuccess.org), and their local shelters to gather information and items that are needed. Allstate Foundation Purple Purse helps domestic violence survivors prepare for the future by helping them better understand and manage their personal finances.

PROJECTS FOR TEEN DATING VIOLENCE AWARENESS

The Centers for Disease Control and Prevention (CDC) defines teen dating violence as physical, sexual, psychological, or emotional violence within a dating relationship, including stalking. It can occur in person or via social media and may occur between a current or former dating partner. Dating violence is widespread with serious long-term effects. Many teens do not report it because they are afraid to tell friends and family. A 2011 CDC nationwide survey found that 23% of females and 14% of males who ever experienced rape, physical violence, or stalking by an intimate partner, first experienced some form of partner violence between 11 and 17 years of age.

- Encourage local schools and youth programs to train teachers, school counselors, and athletic coaches on how to recognize children and teens who are victims of intimate partner violence. Provide educators with resources and prepare them to intervene in domestic violence, dating violence, and stalking situations.
- Facilitate an information session for parents on teen dating violence at your school.
- Sponsor art classes for local high schools in which students make posters about dating abuse and domestic violence awareness and prevention. Encourage the use of photography, computer graphics, and artwork to make the posters unique. Work with your local library or community center to post finished artwork for the entire community to view.
- Work with Coaching Boys into Men on projects in your local high school. Contact at www.futureswithoutviolence.org/engaging-men/coaching-boys-into-men Phone: (202) 595-7382.
- Organize an event for parents and/or your community about healthy relationships and what they should know about teen dating abuse.
- Write an article for your local or school paper about dating abuse and domestic violence.
- Sponsor a door-decorating contest or art contest at your local middle and high school about healthy relationships/dating abuse/ domestic violence and have the winning entry made into a poster to distribute in your community.
- Present a proclamation recognizing Teen Dating Violence Awareness Month in February to your local, county, or state government.

PROJECTS FOR ELDER ABUSE AWARENESS

According to the National Center on Elder Abuse, elder abuse refers to intentional or negligent acts by a caregiver or "trusted" individual that causes (or potentially causes) harm to a vulnerable elder. Most common categories of abuse are:

- Neglect
- Physical Abuse
- Sexual Abuse
- Financial Abuse and Exploitation
- Emotional or Psychological Abuse and Neglect (Including Verbal Abuse and Threats)
- Abandonment
- Self-neglect



Throughout the year, there are many holidays and observances that can provide your club with the opportunity to honor older individuals and raise awareness of elder abuse. These observances provide unique opportunities to engage public attention, enlist public support, and generate activity and involvement at a grassroots level:

<p>MAY Older Americans Month Mother's Day</p>	<p>OCTOBER Domestic Violence Awareness Month National Resident's Rights Month</p>
<p>JUNE World Elder Abuse Awareness Day Father's Day</p>	<p>NOVEMBER National Family Caregiver's Month</p>
<p>SEPTEMBER Grandparent's Day</p>	<p>APRIL National Financial Literacy Month National Sexual Violence Awareness Month National Crime Victims' Rights Week</p>

- Organize a candlelight vigil in recognition of World Elder Abuse Awareness Day (June 15).
- Host a rally on World Elder Abuse Awareness Day and invite seniors, advocates, spokespersons, and government officials to talk about the issues and the ways that citizens can become involved in prevention.
- Distribute elder abuse public awareness materials at a local sporting event, concert, or fair.
- Partner with a local nursing home for a World Elder Abuse Awareness Day barbeque or picnic. Include activities and food for residents and their families, staff, and the community. Ask volunteers to bring food and games to play and coordinate the activities with nursing home staff. Invite the press for added exposure and increased elder abuse awareness.
- Organize a collection of robes, socks, pajamas, sweat pants, and shirts that can be donated to senior citizen centers or nursing homes.
- Hold a community yard sale at a central location such as a senior center or church/synagogue with proceeds going to an elder abuse support group or community outreach efforts to help the elderly in crisis.
- Organize a "Letter to the Editor" writing campaign to raise awareness not only of elder abuse but of the local resources that are available in your community on aging offices and other organizations. Be sure to include contact information and hotline/helpline phone numbers as well as web addresses for relevant organizations.
- Clothesline Show: Sponsor a t-shirt design contest or activity with a youth group or scout troop. Ask contestants to depict the themes related to elder abuse. Display the shirts on a clothesline at a senior center, health fair, or other World Day event.
- Ask local, county, and state governments to release a proclamation declaring June 15 as Elder Abuse Awareness Day.

ADVOCACY

Domestic violence affects individuals in every community across the United States. It may include the use of physical and sexual violence, verbal and emotional abuse, stalking, and economic abuse. Domestic violence results in physical injury, psychological trauma, and sometimes death. The consequences of domestic violence can cross generations and last a lifetime.

Consider the following:

- Domestic violence is the most common source of injury to women, more common than automobile



accidents, muggings, and rape by a stranger combined.

- Domestic violence accounts for 15% of all violent crime.
- Domestic violence is most common among women between the ages of 18-24.
- Every nine seconds in the U.S., a woman is assaulted or beaten.
- 19% of domestic violence involves a weapon. The presence of a gun in a domestic violence situation increases the risk of homicide by 500%.
- Every year, approximately four million older Americans are victims of physical, psychological, and/or other forms of abuse and neglect.
- Older adults who require assistance with daily life activities are at increased risk of being emotionally abused or financially exploited.
- Approximately 50% of older adults with dementia are mistreated or abused.
- Boys who witness their mothers' abuse are more likely to batter their female partners as adults than boys raised in nonviolent homes.
- Studies show that 3-4 million children between the ages of 3-17 are at risk of exposure to domestic violence each year. Children from violent homes have higher risks of alcohol and/or drug abuse, post-traumatic stress disorder, and juvenile delinquency. Witnessing domestic violence is the most significant predictor of juvenile delinquency and adult criminality. It is also the number one reason children run away.
- Domestic violence costs \$8.3 billion in expenses annually, a combination of higher medical costs (\$5.8 billion) and lost productivity (\$2.5 billion).

GET INVOLVED!

- Consider becoming a board member for your local domestic violence shelter.
- Encourage businesses and corporations to implement sexual harassment training.
- Encourage members to sign up for the GFWC Legislative Action Center.
- Educate your communities: Public awareness campaigns on domestic violence can educate community members about the prevalence of abuse, encourage people to take action to end abuse, and alert survivors to the options and resources that are available to them.

GFWC SUCCESS FOR SURVIVORS SCHOLARSHIP

As part of the GFWC Signature Program: Domestic Violence Awareness and Prevention, the GFWC Success For Survivors Scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who are pursuing higher education. The scholarship aims to provide survivors with a means to achieve both financial and personal independence. Since its inception in 2012, GFWC has awarded \$50,000 in scholarship funds. GFWC awards scholarships annually each June determined by the amount of donations received.

Make a difference in the lives of domestic violence survivors around the country by supporting the *GFWC Success for Survivors Scholarship*. You may download the donation form from <http://www.gfwc.org/support-gfwc/gfwc-signature-project-fund>.

FASHION SHOWS

"Shades of Purple" Fashion Show with proceeds donated to the Scholarship Fund.

Wine, Women, and Shoes Fashion Show: Work with local businesses to feature a wine tasting, gourmet food samples, a shoe fashion show with shoes displayed on silver platters, and a silent auction.

RAFFLES AND AUCTION BASKETS IDEAS


Wine Pull Raffle: Bottles of wine are wrapped so the labels can't be seen and then they are numbered. Sell raffle tickets for \$10 - \$20 and have participants choose from a basket filled with wine corks that have been numbered and win that particular numbered bottle of wine.



Theme Basket Ideas:

- | | |
|-----------------------|-------------------------|
| Afternoon Nap | Afternoon Tea |
| Are We There Yet? | Bagel Lovers |
| Bakers Bundle | Bar Mitzvah |
| Cake Decorating | Cards for All Occasions |
| Date Night | First Aid Kit |
| Healthy Habits | Holidays Survival Kit |
| Home Office | Kids Cooking |
| Picnic in the Park | Soup for the Soul |
| Teenager Survival Kit | Movie Night |

All club, state, or individual donations for the GFWC Success for Survivors Scholarship Fund should be sent with the Donation Form Sheet.

 According to studies, a college degree decreases the risk factor for domestic violence, and higher education can help survivors obtain careers with better prospects and futures.

New!! Expand the Success for Survivors Scholarship by partnering with an alumnae organization of your State College to create the “Go Forward With Confidence” Scholarship for victims of domestic violence and abuse at your State College. This is an excellent way for your club to partner with another group and possibly gain members. The scholarship should be named the “Go Forward With Confidence” Scholarship in case in the future it is shortened to just initials, it would be the GFWC Scholarship.

GFWC PARTNERSHIPS

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs’ specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC’s collective impact, make sure to write GFWC in the memo line on your donation check.

 Direct any questions regarding donations to GFWC partners to Signature Program Chairman or GFWC Programs Department at Programs@GFWC.org.



PREVENT CHILD ABUSE AMERICA

Contact: Ann Cheeseman, Director of Marketing
 228 South Wabash Avenue, 10th Floor
 Chicago, IL 60604
W: www.PreventChildAbuse.org
E: acheeseman@preventchildabuse.org
P: 312-663-3520 x861
F: 312-939-8962

Prevent Child Abuse America is a leading national, not-for-profit organization whose mission is to prevent the abuse and neglect of our nation’s children. They believe that every child deserves to have a great childhood and the chance to grow up in a positive, nurturing environment. By giving parents, caregivers and communities the tools and resources they need to establish a strong foundation for healthy child development, kids can reach their full potential.

Founded in 1972 in Chicago, Prevent Child Abuse America works with its network of chapters in all 50 states and nearly 600 Healthy Families America direct service sites to develop programs and provide resources that help



prevent child abuse before it can occur in the first place.

Prevent Child Abuse America is a top-rated charity for children according to every major charity oversight organization, including Consumer Reports and Charity Navigator, awarding their highest four-star rating. Ninety-four cents of every dollar spent goes toward programs and services, including:

- Healthy Families America voluntary in-home family support program that helps families build a strong foundation for nurturing, lifelong relationships between caregiver and child.
- Chapter network across all 50 states that promotes awareness and provides educational programs and resources that help prevent all types of child abuse and neglect - from bullying to shaken baby syndrome.
- Advocacy efforts to support family-friendly policies and advocate on behalf of vulnerable children and families.

Every day can be a call to action and an opportunity to recognize that we all play a role in children's lives and the prevention of child abuse and neglect. You can support Prevent Child Abuse America in your community by:

- Learning more about child abuse and neglect prevention and becoming a messenger for the cause
- Lending your voice to bring about change by advocating for policies that help children, families and the communities in which they live
- Participating in the Pinwheels for Prevention® campaign and promoting happy, healthy childhoods
- Volunteering your time and talent to your Prevent Child Abuse America state chapter to help prevent the abuse and neglect in your community. To find the chapter in your state, visit www.preventchildabuse.org.

PINWHEELS FOR PREVENTION®

Pinwheels for Prevention® is Prevent Child Abuse America's national campaign that promotes great childhoods and raises awareness of child abuse prevention. The pinwheel embodies the innocence and joy of childhood, and the notion that every child deserves a great childhood.

You can participate in this campaign by:

- Conducting your own pinwheel activities at any time of year, including gathering with neighbors to plant "pinwheel gardens" in your communities to continue raising awareness of child abuse prevention
- Holding fundraisers with local schools, faith-based organizations, or community centers in which pinwheels are sold to benefit the state chapter from which you bought the pinwheels.

The opportunities are endless.

Visit www.preventchildabuse.org to learn more Prevent Child Abuse America, how you can get involved, and to find the chapter in your state.

GFWC SIGNATURE PROGRAM RESOURCES

ORGANIZATIONS MEMBERS OF THE INJURY AND VIOLENCE PREVENTION NETWORK

Break the Cycle
Center of Excellence on Elder Abuse and Neglect
Futures Without Violence
National Alliance to End Sexual Violence
National Association of Students Against Violence Everywhere
National Center on Domestic and Sexual Violence
National Sexual Violence Resource Center
National Network to End Domestic Violence



National Violence Prevention Network
Prevent Child Abuse America

NATIONAL TASK FORCE TO END SEXUAL AND DOMESTIC VIOLENCE AGAINST WOMEN

National Alliance to End Sexual Violence (NAESV)
National Center for Victims of Crime (NCVC)
National Coalition Against Domestic Violence (NCADV)
National Coalition of Anti-Violence Programs (NCAVP)
National Congress of American Indians (NCAI)
National Council of Jewish Women (NCJW)
National Domestic Violence Hotline (NDVH)
National Indigenous Women's Resource Center (NIWRC)
National Network to End Domestic Violence (NNEDV)
National Organization of Sisters of Color Ending Sexual Assault (SCESA)
National Resource Center on Domestic Violence (NRCDV)
National Sexual Violence Resource Center (NSVRC)
Women of Color Network, Inc. (WOCN, Inc.)
YWCA USA

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE

National Crisis Organizations and Assistance

The National Domestic Violence Hotline
1-800-799-7233; www.ndvh.org

National Dating Abuse Helpline
1-866-331-9474; www.loveisrespect.org

National Child Abuse Hotline/Childhelp
1-800-422-4453; www.childhelp.org

National Sexual Assault Hotline
1-800-656-4673; www.rainn.org

National Center for Victims of Crime
1-202-467-8700; www.victimsofcrime.org

American Overseas Domestic Violence Crisis Center
International Toll-Free (24/7); 1-866-879-6636; www.866uswomen.org

National Network for Immigrant and Refugee Rights
1-510-465-1984; www.nnirr.org

National Coalition for the Homeless
1-202-737-6444; www.nationalhomeless.org

National Resource Center on Domestic Violence
1-800-537-2238; www.nrcdv.org and www.vawnet.org

Futures Without Violence: The National Health Resource Center on Domestic Violence
1-888-792-2873; www.futureswithoutviolence.org



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SIGNATURE PROGRAM

National Center on Domestic Violence, Trauma & Mental Health
1-312-726-7020 ext. 2011; www.nationalcenterdvtraumamh.org

CHILDREN

Childhelp USA/National Child Abuse Hotline
1-800-422-4453; www.childhelpusa.org

Children's Defense Fund
1-202-628-8787; www.childrensdefense.org

Child Welfare League of America
1-202-638-2952; www.cwla.org
National Council on Juvenile and Family Court Judges
Child Protection and Custody/Resource Center on Domestic Violence
1-800-527-3233; www.ncjfcj.org

Center for Judicial Excellence
info@centerforjudicialexcellence.org
www.centerforjudicialexcellence.org

TEENS

Love is Respect
Hotline: 1-866-331-9474; www.loveisrespect.org

Break the Cycle
1-202-824-0707; www.breakthecycle.org

WOMEN OF COLOR

Women of Color Network
1-800-537-2238; www.wocninc.org

INCITE! Women of Color Against Violence
Incite.natl@gmail.com; www.incite-national.org

MEN

A Call to Men
1-917-922-6738; www.acalltomen.org

Coaching Boys into Men
www.futureswithoutviolence.org/engaging-men/coaching-boys-into-men
Phone: (202) 595-7382

National Organization for Men Against Sexism (NOMAS)
1-720-466-3882; www.nomas.org

Men Can Stop Rape
1-202-265-6530; www.mencanstoprape.org

Men Stopping Violence
1-866-717-9317; www.menstoppingviolence



ELDER ABUSE

National Committee for the Prevention of Elder Abuse
Elder Abuse National Institute on Aging
National Center on Elder Abuse
Elder Abuse Foundation
I Will Prevent Elder Abuse

CORPORATIONS

Mary Kay - Domestic Violence Shelter Grant Program
Allstate - Purple Purse
Uber - Driving Change Campaign

ORGANIZATIONS/COLLABORATIONS

Coaching Boys into Men
Dress for Success
Raliance

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Signature Program: Domestic Violence Awareness and Prevention projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Signature Program projects. Clubs do not submit entries directly to GFWC.

GFWC Signature Program Fund awards will be determined by donations received at GFWC Headquarters as of December 31 of each year.

GFWC partners will recognize State Federation and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.





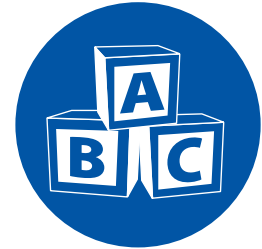
JUNIORS' SPECIAL PROGRAM:

ADVOCATES FOR CHILDREN

i Visit www.GFWC.org/membership/club-manual/ for updates and more information.

"CHILDREN ARE THE WORLD'S MOST VALUABLE RESOURCE AND ITS BEST HOPE FOR THE FUTURE."

— JOHN F. KENNEDY



GFWC Juniors' Special Program: Advocates for Children is designed to encourage all Women's, Junior, Juniorette, and International Affiliate clubs to make a difference in our world by becoming advocates for children. Members may choose to organize projects that benefit children in their community, state, or the world.

Clubwomen can become advocates by working to:

- Ensure that children are protected from harmful situations
- Encourage healthy physical and emotional lifestyles
- Impact policy to improve children's lives

While project ideas are numerous, clubs are encouraged to educate themselves regarding current issues facing our children:

- Child Abuse
- Health issues
- Poverty
- Cyberbullying
- Teen dating violence
- Childhood obesity
- Texting while driving
- Depression and suicide
- Foster care and adoption
- Limits on screen time
- Childhood safety issues

GFWC has partnered with like-minded organizations that advocate on behalf of children everywhere. Refer to the Partnership section for activities designed especially for GFWC clubs.

IDEAS

Pediatric Unit Playtime: Ask members to donate items such as coloring books, small jigsaw and cube puzzles, Play-Doh, and other small toys for hospitalized pediatric patients to enjoy during their stay in your local pediatric unit.

Furniture Safety: Raise awareness in your community and help save a child's life by planning a program about the dangers of furniture tip overs and other hazards in the home. Distribute anchoring kits to help secure heavy furniture.

Screen Time Awareness: In this age of digital media, children are being exposed to cell phones, tablets, and electronic screens as early as infancy. Too much screen time for children can lead to issues such as obesity, irregular



2018-2020 JUNIORS' SPECIAL PROGRAM

Heather Bolick, Chairman

3677 Lyle Creek Ave NE
Conover, NC 28613
828-320-0933
heatherbolick73@gmail.com

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

sleep schedules and shorter duration of sleep, behavioral problems, loss of social skills, violence, and less time for play. Educate the members of your club about the new guidelines for screen time use for young children.

Child Advocacy Ribbons: Create awareness ribbons in royal blue and attach them to bookmarks or business cards to be left at local libraries, businesses, or health care centers with information about your local Child Advocacy Center and the services they provide.

Children's Choking Awareness: Toilet Paper Roll Safety Project — consists of attaching a decorated toilet paper roll to cardstock paper with the following statement: "Any toy or toy part that can pass through is a choking hazard for children less than three years of age."



TUTU WONDERFUL PARTY

The **GFWC Statesville Woman's Club (NC)** supported Girls on the Run, an organization that inspires girls to be joyful, healthy, and confident using a fun, experience-based curriculum that integrates running. Clubwomen hosted a "TuTu Wonderful Party" to fashion tulle tutus to donate for young girls to wear in their 5K race.



CHILDREN IN CRISIS

The **GFWC Junior Woman's Club of Williamsburg (VA)** continued a highly-regarded project within the club and among the community that provided luggage with a personal monogram for each child in the James City County Foster Care Program. Since children in foster care are extremely transient, club members wanted to give them a sense of security and a place for all of their belongings.



HALLOWEEN COSTUMES CLOSET

GFWC Plymouth (PA) offered new and used Halloween costumes to children for a town parade. At the end of September, flyers were distributed announcing the event and requesting donations of costumes. Members had purchased costumes at bargain prices after the previous Halloween. Two distribution days allowed children to try on and select the perfect costume. Parents were encouraged to return the costumes so they could be repaired and cleaned to be ready for the next year.

GFWC ADVOCATES FOR CHILDREN WEEK

To raise awareness for GFWC's child advocacy efforts, GFWC has declared the fourth week in October as GFWC Advocates for Children Week. All GFWC Women's, Junior, and Juniette clubs are invited to participate by planning events related to the Juniors' Special Program. Try a new project or a previously successful one. It's up to you! Consider your club's interests and community needs.

Contact your Governor/Mayor to request they proclaim this week as "GFWC Advocates for Children Week" for your state/city.

Sunday, October 21 - Saturday, October 27, 2018

Sunday, October 20 - Saturday, October 26, 2019



GFWC AZ CARES FOR KIDS

GFWC Arizona (AZ) developed a Cares 4 Kids program, presenting each club with a starter kit (24 large plastic bags, program inserts that could be personalized with the club name, and over 80 children's items, such as coloring books, bubbles, and toys). Clubs were encouraged to be creative filling their bags (toiletries, art, emergency supplies, etc.) and choosing where to distribute bags. Over 700 bags have been delivered to domestic violence shelters, emergency centers, etc.

GFWC PARTNERSHIPS

GFWC partners are organizations with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



Direct any questions regarding donations to GFWC partners to Juniors' Special Program Chairman or GFWC Programs Department at Programs@GFWC.org.



MARCH OF DIMES

Contacts: Meredith Goodwin Repik
Director, Strategic Volunteer Partnerships
1550 Crystal Dr, Suite 1300
Arlington, VA 22202
W: www.MarchofDimes.com
P: 843-614-3355
E: MRepik@marchofdimes.org

The March of Dimes needs You. Why? Our mission has never been more urgent. Premature birth is the #1 killer of babies in the United States, and those who survive may have lifelong disabilities. The World Health Organization has declared premature birth the leading cause of death for children under age five around the world. The March of Dimes is the only organization focused on premature birth and working to give all babies the opportunity to thrive, live the future they choose, and grow up to change the world. The March of Dimes is funding research, bringing information and comfort to families, and helping more moms have full-term pregnancies. Thanks for your support of March of Dimes programs in communities across the country.

EVERY WOMAN. EVERY BABY.

Blankets for Babies Project

March of Dimes hosts baby showers for military families through their mission: Healthy Baby Program. GFWC clubwomen can get involved by providing these families with baby blankets. Please help GFWC welcome these babies of military families with a special blanket of their own! Handmade blankets may be sewn or no-sew blankets, knitted, crocheted, or quilted, etc. For more information, please contact Meredith Repik at March of Dimes. Make sure to post and watch on Pinterest at "GFWC4Children."

Prematurity Awareness

Help to "LIGHT THE WORLD PURPLE," World Prematurity Day; November 17. Show your Purple Passion for Babies! Turn your Club House purple for preemies on November 17. Premature birth is birth that happens too soon, before 37 weeks of pregnancy. Babies born this early are more likely to die before their first birthday; those who survive are more likely to be readmitted to the hospital or to suffer lifelong health problems. Each year in the United States, about 1 in 10 babies is born prematurely. Each club can "Go Purple" with these four easy steps during November to raise awareness of the crisis of preterm birth during March of Dimes Prematurity Awareness Month:

- Promote March of Dimes Prematurity Awareness Month at a club meeting. Visit www.marchofdimes.org for current information.
- Celebrate and bring awareness by wearing purple at a meeting or activity.
- Invite a club member to share her March of Dimes mission story. Contact your local March of Dimes office to request a visit from an Ambassador Family or representative.
- Give a brief presentation on prematurity to raise awareness. Contact mrepik@marchofdimes.org for your

March of Dimes Prematurity Awareness Month® and World Prematurity Day-Mission Engagement Guide/
Partner Opportunity

March for Babies

Hope, Remember, Celebrate. We hope for the day when all moms and babies are healthy and every step you take makes a difference. We remember those babies we lost and honor them with special tributes throughout the day. We celebrate with fun activities for your whole family and ours, including NICU graduates. The funds you raise gives hope to nearly half a million babies born too soon each year!

Find a March for Babies near you and register your club to gain access to online tools to help reach your goals, including customizable individual and team fundraising pages at www.marchforbabies.org. Be sure to include "GFWC" and your club in your team name.

As a team, set your fundraising goals (individual and Club). Goals are the key to a successful campaign. It's a great way to motivate members and give them a target to shoot for or exceed! A good individual goal is \$300 — many surpass this number. Make it a family outing to reach out and have an impact and give a fighting chance for all babies to be born healthy. At March for Babies, more than 3 million people join their family and friends in nearly 700 communities across the nation, and we need hands-on service to make it a success. Contact your local March of Dimes for more information.

Volunteer

Connect with your local March of Dimes office; they have volunteer needs from local market leaders, event committees to community programs helping families, your local March of Dimes staff may have a variety of volunteer opportunities for you, your club, and its members. To find your local March of Dimes office address and contact visit www.marchofdimes.org/contactus.

Partners in Advocacy

Make our voices heard on Capitol Hill and in state houses across the country. Become an eAdvocate, get informed, and take action to improve the health of women, infants, and children. Sign-up today at www.marchofdimes.org/advocacy.

Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly. If you are writing a check, please include GFWC and reference your club in the memo line.



ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Contacts: Ashley Ramsdell, Liaison, Volunteer Operations & Experience

501 St. Jude Place
Memphis, TN 38105

W: www.stjude.org

P: 901-578-1086

E: ashley.ramsdell@stjude.org

St. Jude Children's Research Hospital is leading the way the world understands, treats, and defeats childhood cancer and other deadly diseases. And families never receive a bill from St. Jude. Treatment, travel, housing, and food is all paid for—because all a family should worry about is helping their child live.

St. Jude continues the vision of its founder, Danny Thomas, that no child is denied treatment based on race, religion, or a family's ability to pay. By sharing knowledge freely and exchanging ideas openly, it inspires more collaboration between doctors and researchers worldwide, and, as a result, more lifesaving treatments for children everywhere. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade.

WAYS TO DONATE

Call: Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly.

Mail: If you are writing a check, please include GFWC and reference your club in the memo line. Please send to St. Jude Children's Research Hospital at 501 St. Jude Place, Memphis, TN 38105, ATTN: Ashley Ramsdell.

Online: If you would like to give online, please visit www.stjude.org/gfwc to make your donation. You may elect to send an honorarium to GFWC to ensure notification of your gift.

WAYS TO HELP

September is Childhood Cancer Awareness Month

This year, parents of nearly 16,000 children in the U.S. will hear the words: "Your child has cancer." One in five of those children won't survive. September is Childhood Cancer Awareness Month, and as a leader in the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases, St. Jude Children's Research Hospital will focus on raising awareness and funds for this very important issue.

Childhood Cancer Awareness Month provides St. Jude an opportunity to educate communities and supporters about what they can do to help these kids fighting for their lives. Throughout the month of September supporters can join our movement and help support the little warriors at St. Jude in their big fight against childhood cancer. GFWC has a National Team so your club can support St. Jude and GFWC by participating in a Walk/Run near you. Not a Walk/Run in your home town? Create a Virtual Walk team and join efforts with clubwomen around the country to help the kids of St. Jude.

- Rally friends, family, and community members and register for St. Jude Walk/Run to End Childhood Cancer. Visit www.stjude.org/walkrun to find an event near you.
- Volunteer at a St. Jude Walk/Run to End Childhood Cancer event near you by visiting www.stjude.org/walkrun and click on "volunteer."
- Mention Childhood Cancer Awareness Month at your club meeting. Visit www.stjude.org/September for current information.
- Join us on social media @StJude and use the Hashtag #ShowYourGold to show your support.

**Note: stjude.org/September, @StJude and #ShowYourGold will be available for use each year beginning August and continuing through September.

Events

Through our St. Jude dinners, golf tournaments, and galas program, we are able to offer over 100 events across the country as a way for GFWC membership to engage with St. Jude. These events raise significant funds for St. Jude and allow us to continue our life-saving mission of finding cures and saving children. There are a variety of opportunities available:

Pre-Event Support

- Committee Leadership Roles - These roles drive our Sponsorship, Table and Ticket Sales, Auction Recruitment, Restaurant Recruitment, PR & Marketing, and Recruiting of Volunteers. Committee development is vital to the success of our events.
- Office Help - Our Lead staff need help with mailings, follow-up calls, computer data entry, goodie bags, favors, and event set-up and teardown.

Day-of Event Support

- Event Guests - Events are open for you and your friends to purchase a Sponsorship or Ticket.
- Volunteer - During our events, volunteers are needed to assist as Greeters, Registration - Check-In, Auction and Auction Solicitation for Bids, Spotters for Live Auction & Give to Live, and Auction Check-Out. (All volunteers are trained on their specific role.)

Trike-A-Thon

The St. Jude Trike-A-Thon is a fun, service learning program for daycares and preschools that teaches trike and riding toy safety while helping the children of St. Jude. Any advocate for children can make a difference with the St. Jude Trike-A-Thon. If you sign up to become a coordinator, St. Jude will provide everything you need to have a great event at a preschool or daycare in your area. Log on to www.stjude.org/get-involved to find out more.

Mask Straps for St. Jude Patients

Do you have seamstresses in your club? Consider meeting to assemble bags with materials to make mask straps for the children at St. Jude and having seamstresses taking the bags home to complete the project with their personal sewing machines. Mask straps are used to improve the comfort level for patients required to wear masks to prevent the spread of infection or protect our patients from infection. These mask straps replace the elastic band that comes standard on the mask. Patients report the flannel and fleece material feel much better against their cheek and causes far less rubbing than the original elastic band. Patterns and specific information for this project can be found at <https://www.stjude.org/get-involved/other-ways/volunteer-at-the-hospital/how-to-become-a-volunteer/at-home-projects/mask-straps.html>.

Waiting Room Fun Bags

Fill a sealed zippered plastic bag with fun things a child or teen can do as they wait to visit the doctor. Make bags age-specific but generic enough for a boy or a girl. Include things such as: crayons, markers, colored pencils, paper, coloring books, and stickers. Items may be sent to St. Jude Children's Research Hospital, Attention Vilma Carnahan and Volunteer Services, 595 North Parkway, Memphis, TN 38105.

More Information

To share information at club meetings or to learn more, please visit www.stjude.org/aboutus or www.stjude.org/waystogive or www.stjude.org/getinvolved. You may also visit www.stjude.org/volathome to find great activity ideas for your club to connect to the St. Jude mission.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Juniors' Special Program: Advocates for Children projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Juniors' Special Program Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



ARTS

COMMUNITY SERVICE PROGRAM

i Visit www.GFWC.org/membership/club-manual/ for updates and more information.

“CREATIVITY IS CONTAGIOUS, PASS IT ON.”

— ALBERT EINSTEIN

In this fast-paced world we live in today, everything seems to be only a click away. Because of this, our current generation has lost the necessity to be creative. Many people today have limited vision when they hear the word ‘Art.’ They immediately think canvas and paint but there is so much more to art than that! In generations past, the art of quilt-making was not so much about visual appeal as it was the necessity and resourcefulness to stay warm. Does this statement spark within you thoughts of other things that our ancestors may have deemed luxuries — theater, concerts, intricately-designed jewelry — that might be considered everyday occurrences or purchases today? The avenues of art are only limited by our imaginations. Aristotle is credited with the quote, “The aim of art is to represent not the outward appearance of things, but their inward significance.”

GFWC members are very vocal about many other things that we are passionate about, why not art? There are many studies — pro and con — regarding the Arts in connection with education. However, I dare to ask the question, ‘How can being taught and/or encouraged to express yourself through art — be it music, drama, making or painting something — be a bad thing?’

The GFWC Arts Community Service Program encourages members to promote and support arts activities in their clubs, schools, and communities. It is designed to inspire clubwomen and ignite within them a desire to make their world a more beautiful place. As Edgar Degas once said, “Art is not what you see, but what you make others see.” The goal is to create programs and projects that include music, literature, dance, drama, theatre, and other arts-related areas, both traditional and innovative, that cause the world around us to see and feel what they might have only once imagined.

i Direct any questions regarding projects that do not involve GFWC partners to the Arts Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.

IDEAS

Program ideas are endless. Below is a list of ideas on how clubs may support the Arts Community Service Program. Think outside of the box, put a new slant on an idea, and adapt it to your club work. With all projects/programs, think diversity — work with or for other groups or highlight diversity as the theme.

- Create an “Our Town is Great” map of your community with



2018-2020 ARTS COMMUNITY SERVICE PROGRAM

Tinker Forrester, Chairman
5257 MS Highway 15
Ackerman, MS 39735
tinksdaisies@aol.co



VERY SPECIAL ARTS FESTIVAL

The GFWC Brandon Service League (FL) sponsors an Arts Festival for kindergarten-aged, developmentally disabled, public school students in their area. Members host 100-200 children, teachers, and chaperones for a fun-filled 3-4 hour adventure. With the help of local high school students, the kindergartners make arts and crafts at different stations. Outside, there are sites for puppets or magic shows, kid-sized musical instruments, and storytelling. Members work with local restaurants such as McDonalds and Chick-Fil-A to provide lunch. This is often the only field trip for these students.

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.



"MY DEDHAM" SMARTPHONE PHOTOGRAPHY CONTEST

The **GFWC Dedham Junior Women's Club** (MA) asked local 6th, 7th, and 8th grade students to send in their unique views of Dedham using digital photography (smartphone camera). The club collaborated with local schools to advertise the event and the local artist guild was asked to judge. Recognition of the top entries followed with the winning selections being featured in the local paper. At an awards ceremony, the grand prize winner received a digital camera as their prize. The top three finalists received a copy of their image on canvas.



VOLUNTEER ARTS TEACHERS

GFWC Fairview Heights Woman's Club (IL) identified the need for art teachers in local schools. With Illinois in a serious budget crisis, the Fairview Heights school district eliminated art programs. The arts chairman for the club volunteered to conduct art classes free of charge as a volunteer at Illini Elementary School. She took on the task of teaching art to approximately 340 students in Pre-K through fourth grade. The clubwomen were given a storage room at the school that they turned into an art room. Each class project takes about six or seven days to teach due to time constraints. Some teachers also requested holiday projects for their students. Twelve members have given over 180 hours of service to this ongoing project.



KID'S BRUSH

The **GFWC Oconomowoc Junior Woman's Club** (WI) held a Plein Air Arts program for elementary students in conjunction with Oconomowoc Festival Week. Twenty-eight students are given a swag bag of supplies to use to create a work of art outdoors. This year members used an inspiring new location in the backyard of a local church on Fowler Lake. Secured at a lower rental rate cost, the move allowed more money to be spent on art supplies. Club members also jumped in to help process the screen printing of the Kids' Brush t-shirts to reduce their cost. Club members scoured the internet and shopped on discount day to get the best prices for art supplies to fill the swag bags full of everything the young artists needed to make their masterpieces. Finished pieces of art were displayed at the library and patrons were able to leave positive notes of encouragement for each artist.

pictures/drawings and descriptions of historic sites, monuments, and points of interest. Print it and distribute to your Chamber of Commerce, library, town hall, and other prime locations. Include club contact information.

- Host an art supply drive within your club. Contact your local school district or community center to see what is needed.
- Hold a "Chalk The Walk" contest for elementary school children on sidewalks in front of your municipal building, library, elementary school, etc. Have an international theme. Club supplies the chalk and blue ribbons to the winners.
- "Hire" student jazz combos, string quartets, or even the whole band to perform at club events.
- Hold a fundraiser to purchase a large piece of equipment for your local schools' art, music, or drama departments, such as a potter's wheel, kiln, microphones, or technology.)
- Work with local Girl Scouts or Juniorette clubs to foster a safe Halloween by offering free face painting to children before they trick or treat.
- Attend public art displays, plays, and concerts as part of a social event for your club.
- Use member art for club cookbook covers, greeting cards, program covers, etc.
- Hold a Christmas centerpiece/wreath-making workshop at a local florist as a club program.
- Decorate a city park or municipal plaza with oversized greeting cards. The cards are constructed of 4' x 4' pieces of wood painted with a holiday greeting. Celebrate diversity by recognizing the many holidays that take place during December.
- Sponsor ads in local theatre or school theatre playbills.
- Use an artistic event to raise funds to sponsor local community art and cultural programs.



- Sponsor an author visit to your local library.
- Have elementary school children draw pictures of people in the community who are important to them, like teachers, cafeteria workers, Sunday school teachers, day-care workers, parents, grandparents, etc. Display them at the town library, city hall, or school. Give ribbons for 1st, 2nd, and 3rd place for each grade.
- Establish scholarships for students studying the arts such as literature, drama, or music. This could be to attend an arts school or summer camp.
- Establish awards that acknowledge the artistic achievements of club and community members.
- “Love the Policemen, Bus Drivers, Firemen, or Veterans” – Assist local elementary students in making Valentine cards for town policemen, bus drivers, firemen, and veterans.
- Sponsor Youth Art Month activities in your community during the month of March.
- Feature art created by children with disabilities during Special Olympics.
- If your State Federation has a Youth Art Contest, consider having the Chairman add a category that is specific to special needs children. Many times these students never receive recognition for their creativity.
- Establish and support artist-in-residence programs and artist speakers.
- Establish and/or facilitate an Art Therapy program at a local nursing home or assisted living facility.
- Volunteer at your local schools to assist with or establish an art program for students.
- Feature art or art forms that are indicative of another culture at monthly club meetings — origami, Faberge Eggs, Ukrainian Easter Eggs, Russian icons, etc.
- Decorate ceramic piggy banks or have local artists, art classes, or town officials decorate them. Put them in area businesses to collect money for high school scholarships or to support the local high school band or glee club.

GFWC RESOURCES

A.R.T. (ARTISTIC REALIZATION TECHNOLOGIES, INC.) has created technologies, studio programming, and training that empowers those who lack the articulate use of their hands to gain perfect individual control of the art-making process start to finish. Contact A.R.T. at a.r.t.lefens@artrealization.org or 908-359-3098.

AWARDS

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Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Arts Community Service Program projects. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the Arts Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

010-010

Funding for the Arts



ARTS

010-020	Museums
010-030	Support of the Arts in Schools and Communities





CONSERVATION

COMMUNITY SERVICE PROGRAM

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

OUR NATURAL RESOURCES ARE AMONG OUR MOST PRECIOUS TREASURES.

The GFWC Conservation Community Service Program encourages awareness of our natural resources and caring for the world around us. It offers information and ideas to promote environmental appreciation and protection. Work to preserve, maintain, and restore our natural resources; protect habitats for plants and animals; and develop sustainable habits.

Environmental education; care for our air, land, and water; recycling; litter cleanup; partnerships with community groups, schools, and children; support of wildlife; energy conservation; tree planting; and beautification - this is what the Conservation Community Service Program is all about. Work to become more aware of conservation issues, enrich your communities, and become stewards of the environment. Enjoy the great outdoors!

Incorporate any and all of these topics into your conservation plans:

- Recycling
- Environmental Education and Awareness
- Outdoor Exploration
- Air and Water Quality
- Waste Handling
- Natural Resource Restoration
- Tree Planting
- Beautification
- Wildlife Protection
- Proper Care for Domesticated Animals
- Food Sources
- Community Gardens
- Preservation of Existing Waterways
- Energy Conservation



2018-2020 CONSERVATION COMMUNITY SERVICE PROGRAM

Angela Cutrera, Chairman

1426 Jasmine Drive
Opelousas, LA 70570
337-945-7526
americ@bellsouth.net

THINK BIG - 1,000 INITIATIVES

1. Be part of GFWC clubs planting 1,000 trees on Arbor Day.

Obtain free trees by joining the National Arbor Day Foundation. Request free trees from The National Wildlife Federation Trees for Wildlife program. Purchase tree saplings from a local nursery or organizations such as a scout group.

2. Be part of GFWC clubs donating 1,000 pairs of shoes to Nike or Soles 4 Souls.

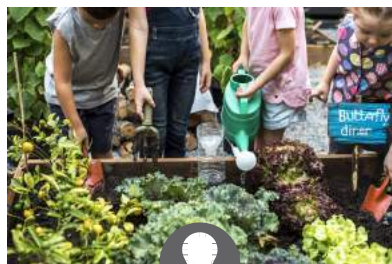
Nike "Reuse-A-Shoe" program takes worn out sneakers and makes Nike Grind, a material used in sports surfaces and playgrounds. See website for a drop off site near you. Soles 4 Souls donates gently worn shoes for distribution to individuals in need. Zappos will mail 15 pairs free of charge or go to website for drop off locations.

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.



Direct any questions regarding projects that do not involve GFWC partners to the Conservation Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



SCHOOL GARDENING

The **GFWC Woman's Club of Rock Hill (NY)** and **GFWC-York County Woman's Club (SC)** participated in a project to introduce first graders at seven different elementary schools to recycling, earthworm casting, seed sprouting, and vegetable gardening. Club members attended learning workshops, presented classroom lessons, and helped the students plant lettuce, carrots, and radishes in March. Gardens were checked and weeded until May and then harvested to make salads for a tasting party.



SOLAR OVEN

The **GFWC Round Table Club of Wyoming-Camnden (DE)** constructed a Solar Oven to learn about solar design. A pizza box was lined with black construction paper and aluminum foil. Chocolate, graham cracker, and marshmallow s'mores were placed in the Solar Oven that was then placed in the sun. Members learned that a lot of energy is needed to produce heat enough for cooking and that the use of solar energy can conserve energy resources.



POSTERS AND ROBOTS RECYCLING CONTEST

The **GFWC Pocono Mountain Woman's Club (PA)** and **DeQuincy Study Club (LA)** sponsored a recycling contest for students from Kindergarten to Sixth Grade at the Tobyhanna Elementary Center. Kindergarten through Third Grade students made posters depicting recyclable materials in their homes and how they were to be recycled. Fourth Grade through Sixth Grade students made robots out of recycled materials found in their homes. Prizes for First, Second, and Third Place were awarded at a school assembly.

TOWN BEAUTIFICATION

The **GFWC Metuchen-Edison Woman's Club (NJ)** built flower boxes with the help of a local Boy Scout troop for the Metuchen Train Station. The boxes were maintained with flowers and plants for each season, helping to beautify a public area of town. Members provided pinwheels for the garden boxes and encouraged commuters with children to take one to spread the word about child abuse awareness and prevention.

IDEAS

Program ideas are endless. Below is a list of ideas on how clubs may support the Conservation Community Service Program.

- Clean up trash and litter.
- Recycle.
- Go paperless.
- Find creative and purposeful ways to reuse glass containers.
- Donate or sell old clothing.
- Reuse plastic bags as liners in smaller trash cans.
- Stop using plastic grocery bags. Try a reusable cloth bag instead.
- Cut down on plastic water bottles and disposable coffee cups.
- Carry a reusable water bottle and/or travel coffee mug.
- Explore zero waste practices.
- Ride a bicycle.
- Start a compost pile.
- Make your own natural cleaning products.
- Visit a park on a regular basis.
- Enjoy nature.
- Plant a tree. Care for trees and donate funds for reforestation plans.
- Plant a garden - at your home, your clubhouse, in your community.
- Plant wildflowers.
- Conserve water and energy.
- Choose projects about the environment - conservation, reducing, reusing, recycling.



- Plan a clean-up day in your town.
- Educate children about how they can protect the environment.
- Invite local experts and members of community organizations to speak at club meetings about conservation and beautification practices.
- Plant native species for beautification and restoration of land and waterways.
- Clean up along roadways, waterways, and trails.
- Implement beautification projects at parks, hospitals, shelters, cemeteries, and community gathering places.
- Clean up trash after youth softball and baseball games and community events.
- Encourage preservation of historic properties.
- Visit a state or national park.
- Tour a botanical garden.
- Create community gardens to promote self-sufficiency.
- Advocate for and investigate local food and where it comes from.
- Preserve natural habitats to protect wildlife.
- Provide local shelters and sanctuaries needed items for animal rehabilitation and care.
- Support curbside recycling programs, utilize drop-off and buy-back recycling centers, or organize a recycling program if none exists.
- Work with local officials and organizations to facilitate proper disposal of unused medicine and needles.
- Participate in and/or volunteer at a local household hazardous waste collection day event.
- Visit a landfill and discover the waste disposal practices which are in place to protect the land, air, and water.
- Investigate renewable energy projects and sources in your area.
- Participate in an awareness day such as Arbor Day, America Recycles Day, Earth Day, etc.

THINK OUTSIDE THE BOX - MAKE YOUR PROJECT MORE MEANINGFUL

With all projects and programs consider diversity - work with other groups or for other groups, or highlight diversity as a theme.

1. Work with children - teach them to become stewards of the environment.
2. Partner with local organizations.
 - Other GFWC Clubs - local and throughout the United States
 - Other women's organizations
 - Men's organizations
 - Girl Scouts
 - Boy Scouts
 - Schools
 - An adopted class at a school
3. Connect with International Affiliates to support international issues.

CONSIDER THESE PROJECT IDEAS AND BECOME INSPIRED!

- Obtain free trees by joining the National Arbor Day Foundation and plant them with your Federation Sisters on Arbor Day as we work toward a goal of planting 1,000 trees.
- Sponsor an Arbor Day or Earth Day poster contest with a certain theme. Display the posters at your town library or town hall. Award blue ribbons. Give each child a tree seedling along with stickers and flyers about trees and recycling.
- Purchase tree saplings and distribute them to community scout groups to plant on Arbor Day.
- Participate in Nike's "Reuse-A-Shoe" program which takes worn out sneakers and makes Nike Grind, a material used in sports surfaces and playgrounds.
- Participate in "Soles 4 Souls" by donating gently worn shoes for distribution to individuals in need. Zappos will take 15 pairs free of charge or go to their website for drop off locations.
- Host a recycling contest - recycled art, a poster showing recyclable materials, an item made with recycled



materials – for children, a school, a class, or club members.

- Work with children to teach them about water conservation, wildlife conservation, horticulture, electrical safety, beef cattle production, and farming.
- Hold workshops to teach vegetable gardening and flower gardening.
- School gardening – Provide classroom lessons and help students plant, weed, and harvest.
- Learn about and experiment with solar power.
- Organize a town beautification project – build and plant flower boxes and maintain them throughout the year.
- Celebrate Arbor Day by planting one or more trees in your town.
- Adopt a Highway – this program allows organizations to pick up trash along a designated area of the highway to keep their section clean, encouraging community pride, and providing publicity for your club.
- Begin a “Garden of the Month” or “Yard of the Month” project for homes and businesses. Find creative ways for judging such as enlisting children, Girl Scouts, Boy Scouts, or assisted living residents as judges. Choose a different group to judge each month and be sure to take a photo for the local newspaper.
- Sponsor the Yellow Tulip Award. Recipients are given a wooden yellow tulip with a certificate explaining the award and praising the recipient for improving their yards and beautifying their community.
- Donate environmental books to the library.
- Host a story time at the library – read earth-friendly books and give a copy to each attendee. Make a craft using recycled materials with the group.
- Find creative ways to recycle or reuse plastic grocery bags. Donate them to your local Food Bank. Crochet them into tote bags and bed mats for the homeless.
- Host or attend a flower show. Attend a class to learn more about gardening or volunteer to teach the class.
- Spread the word about the dwindling bee and Monarch butterfly populations, why they are important, and what can be done to help.
- Provide butterfly kits to an elementary class. Join the class in releasing them when they are mature and plant a butterfly garden at the school with the children.
- Hold a ladybug release at a park. Give each child a satchel of ladybugs to release after you tell them of the importance of ladybugs.
- Organize clean-up projects for neighborhoods in need of raking or weeding, or clean debris following bad weather.
- Host or assist at a trash clean-up event in your community. Work with youth organizations such as the 4-H or local schools.
- Recycle newspapers, copy paper, magazines, steel and aluminum cans, plastic, cardboard, and electronics.
- Collect empty prescription bottles, clean them, and deliver them to an animal shelter/Humane Society for use to send home medications with newly adopted animals. Collect dog and cat food, newspapers, towels, etc. for your animal shelter/Humane Society.
- Plant trees that offer food, such as berries or fruit, to wildlife.
- Teach members how to harvest needles from their Christmas trees and make pine sachets to enjoy all year long.
- Volunteer at an animal shelter.
- Host a collection event for an animal shelter or a wildlife sanctuary. Make it part of your Federation Day Celebration or have a special event at the facility to collect needed supplies.
- Host a fundraising event, such as an auction, for an animal shelter.
- Hold a “Walk for Those Who Can’t Talk” to raise money for your shelter and awareness of the animals waiting for adoption.
- Encourage students to be good stewards of the earth by teaching them about trees, landfills, water, land, and air protection, natural resources, litter, water conservation, energy efficiency, and sustainability.
- Invite a speaker to talk about composting, bicycling, solar energy, gardening, energy conservation.
- Maintain and improve your home and your clubhouse with insulating drapes, LED light bulbs, and an energy efficient hot water heater.

CONSIDER INSTILLING CONSERVATION INTO ALL OF YOUR CLUB PROJECTS

- Arts – use recycled materials for art projects or hold a recycled art contest.
- Education – donate earth friendly books to libraries; read environmental books.



- Public Issues – study litter ordinances and legislation.
- International Outreach – water quality issues throughout the world.
- Communication and Public Relations – spread the word about Conservation issues.
- Home Life – learn about the proper disposal of your medication, energy efficient light bulbs at home, nutrition, and food sources.
- Domestic Violence – donate items to shelters that are environmentally friendly.
- Advocates for Children – work with children to teach environmental awareness, read environmental books, give books to children, and lead recycled arts and crafts projects and contests.
- Fundraising – raise funds for environmental projects.
- Leadership – volunteer at events to teach others about the environment.
- Membership – collect supplies for an animal shelter at your Federation Day Celebration.
- WHRC – study the history of your club’s Conservation projects.
- Community Improvement Project Award – make it a beautification or recycling program, an environmental project, or an awareness campaign.
- Photography Contest – enter outdoor photographs and environmental projects.
- Website Contest – Include conservation issues and projects on your website.
- Newsletter Contest – include Conservation tips in each newsletter.
- Writing Contests – write about nature, animals, and the earth.

NATIONAL PARK SERVICE

Continue the celebration of the 2016 Centennial of the National Park Service and discover America’s parks. Have fun and become a steward of these natural and historical treasures to ensure their existence for the next 100 years!

- Research the national parks and plan a visit to explore a park in your area.
- Plan a year-long study at your club meetings to educate your members about the National Park Service, its history, and the many parks, monuments, and historic sites throughout the country.
- Contact your local park and see what they need – do they need volunteers?
- Do they offer programs for kids? Volunteer to help or start a program of your own such as a nature walk or a craft class using recyclable materials.
- Inquire about adopting a trail or a section of the park. Assist with maintenance, planting of trees, flowers or plants, or cleaning up litter.
- Choose to stay at a national park when traveling.
- Inquire about programs they can offer your group. Topics could include conservation, preservation, recycling, natural resources, plants and animals, or the history and culture of the area.
- Support the parks with monetary donations or by becoming a member of the National Parks Conservation Association.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Conservation Community Service Program projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Conservation Community Service Program projects. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the Conservation Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

011-010	Chemicals in the Environment
011-020	Conservation of Natural Resources: Education
011-030	Development of the Coastal Plain of the Arctic National Wildlife Refuge (ANWR)
011-040	Endangered Species
011-060	Forest Resources
011-070	Fuel Conservation
011-090	Global Warming
011-100	Hazardous Wastes Disposal Sites
011-110	Household Hazardous Waste (HHW)
011-120	Local Parks and Recreation Areas
011-130	Nuclear Waste Disposal
011-140	Ozone Depletion
011-150	Preservation and Beautification of Public Lands and National Forests
011-160	Renewable Energy
011-170	Soil Conservation
011-180	Support of Coastal Wetland Restoration
011-190	Waste Management and Recycling
011-200	Water Quality and Supply
011-220	Wilderness Areas
011-230	Wildlife Conservation
011-240	Protection of Oceans





EDUCATION

COMMUNITY SERVICE PROGRAM

i Visit www.GFWC.org/membership/club-manual/ for updates and more information.

“EDUCATION IS NOT PREPARATION FOR LIFE; EDUCATION IS LIFE ITSELF.”

— JOHN DEWEY



From the 1996 Report of the International Commission on Education for the 21st Century and the 1997 Hamburg Declaration: Literacy, broadly conceived as the basic knowledge and skills needed in a rapidly changing world is a fundamental human right. There are millions, the majority of whom are women, who lack opportunities to learn or have insufficient skills to be able to assert this right. The challenge is to enable them to do so. Literacy is also a catalyst for participating in social, cultural, political, and economic activities, and for learning throughout life.



2018-2020 EDUCATION COMMUNITY SERVICE PROGRAM

Sharon Sheridan, Chairman
 444 Virginia Court
 Pataskala, OH 43062
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2018-2020 INITIATIVE - In 1994 Martin Luther King Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

LIBRARY IDEAS

Having founded over 474 public libraries and 4,655 traveling libraries in the 1930s, The American Library Association credited GFWC with establishing 75% of America’s public libraries. In the 21st century, libraries continue to be an important part of our communities, demonstrated by a 2013 survey in which 90% of Americans, ages 16 and older, said the closing of their local public library would have an impact on their community.

- Deliver library books to homebound citizens in your community.



READING REDUCES RECIDIVISM PROGRAM

The **Mount Prospect Woman’s Club (IL)** began soliciting their community for book donations for the 3 R’s program of the Illinois prison system. The club was able to deliver 1,235 books to five prison contacts made at libraries.



BOOKS ALIVE

Collaborating with local businesses, the **GFWC Breman Junior Woman’s Club (GA)** sponsored a Books Alive program for their community. Each Thursday during the month of June, a reading program was given to children that featured activities for all types of learners. Themes included “Character Night” where

adults dressed as their favorite character from a book that they read to the children, “Science Night,” “Cat in the Hat Night,” and a “Veggie Tales Night.”



1000 BOOKS BEFORE KINDERGARTEN

The **GFWC Salem Women’s Club (NH)**: “1000 Books Before Kindergarten” promoted reading to families from infancy to school.



Direct any questions regarding projects that do not involve GFWC partners to the Education Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



THE GRIND, THE CAMPGROUND, AND THE LITTLE FREE LIBRARY

When looking for a site for their Little Free Library, the Manistique Woman's Club (MI) partnered with students from their local high school who were opening a coffeehouse called "The Grind." While students worked with a local credit union to remodel and operate the coffeehouse, The Woman's Club applied for and received a GFWC Literacy Grant to build a Little Free Library inside the coffee house. The Woman's Club also worked with the city to build another Little Free Library at a new campground in the area.

- Develop a library tour for children and end the tour with a library card and a book for them to keep.
- Facilitate or join an English Conversation group for international and foreign speaking visitors to practice their English.
- Establish a "Little Free Library" in your area. Go to <https://littlefreelibrary.org/> for ideas.
- Work with the American Library Association and partner with another local organization to start a "1000 Books Before Kindergarten" project to promote reading to young people before kindergarten.
- Assemble a 'Books for Babies' basket for new babies in your community. The basket can include a new board book, information about the local library, and tips about the importance of reading to children.
- Be a library advocate (www.ilovelibraries.org).
- Invite a local language teacher to host a bilingual story hour, featuring books from another language and/or culture.
- Host story hours, parties, or adult book discussions at the Library. Some suggestions:

Ugly Christmas Sweater Evening

Invite the community teens to wear their sweaters and come to the Library where the "UGLY" will be provided along with refreshments.

DiezDeditos

For children age 2-6, with an adult, hold a bilingual story time with songs and activities.

Gingerbread House Contest

Hold a Gingerbread Contest with a display of homemade Gingerbread Houses, culminating with an awards evening at the Library with BOOKS as prizes!

PJs At the Library

Children visit the Library in the evening in their pajamas to hear bedtime stories and songs.

Murder Mystery at the Library

Mystery stories for re-enactment creating a three hour event or an overnight event.

SCHOOL IDEAS

- Donate school supplies to schools in need throughout your community and state. Supplies can include: notebooks, pencils, small dry erase boards and markers, a hole punch, flash drives, and incentives such as stickers and small toys.
- Preschools and Head Start Programs are always in need of a variety of manipulatives such as magnetic letters, counters, and sight word games. Collect these at your first meeting in September or August with a Back to School Party theme.
- Donate recess and playground equipment. For example: games for indoors, jump ropes, and balls for outdoor recess.
- Work to stop bullying. At your local schools ask students to wear blue ribbons to remind others not to

bully. Volunteer at the school to have students take the "Blue Pinky Swear," by painting their pinky finger blue, signing a paper hand to not bully, and placing the hand on a display board at the school. Purchase and distribute blue "Stop Bullying" bracelets.

- Fund school buses for classes to take field trips.
- Ask your school librarian about their needs. Many times it is the school library funds that are cut from school budgets. Remember to talk with middle school librarians as they are often overlooked.
- Offer to provide or teach a cultural lesson. This can also include the food of the culture!
- Provide friend or Buddy Benches on playgrounds. Students sometimes feel unloved, lonely, and have sometimes been bullied. These benches are for such a student to sit and maybe connect with a new "buddy."
- Get a school or classroom garden started in the spring. It will provide first hand learning of weather, plant life cycles, and nutrition.
- Volunteer as an academic mentor to help students with their homework in afterschool programs.
- Provide materials for an afterschool homework center.
- Organize a career shadowing day by pairing students with community leaders and business professionals.
- Treat teachers throughout the school year with these special gifts: (Don't forget to include your club's name and phone number.)
 - **Start the Year Right:** Help a teacher get their room organized before students arrive by arranging books and supplies, and by copying introductory papers.
 - **Just in Case Kits:** Create a box or basket with: lip balm, pain reliever, teacher snack, adhesive notes, lint roller, gold stars, good pens, mouthwash, toothpaste/toothbrush, sewing kit, mints, nail file, band aids, tissues, hand cream, and whatever else you think a teacher may need or desire.

LITERACY IDEAS

Literacy is being emphasized this administration. UNESCO defines literacy as the "ability to identify, understand, interpret, create, communicate, and compute, using printed and written materials associated with varying context."

Literacy is a human right essential for lifelong learning and social change. The "key" to literacy is reading development, a progression of skills with the ability to understand spoken words and culminating with the understanding of text.

English Language Learners (ELLS) are newcomer students, unaccompanied children; refugee students, migrant farmworker families, internationally adopted children; and "dreamers" or DACA. There are approximately 40 million foreign born residents in the United States. 48 states have English as a Second Language (ESL) programs.

IDEAS

- Establish ESL conversation groups in your community and library.
- Sponsor a 'Take a Break and Read' program where everyone in your community stops to read for 30 minutes per day.
- Become an adult literacy volunteer.
- Develop a Family Reading Workshop with tips for parents on reading to their children.
- Create early literacy themed kits. Each kit contains five picture books, music cd, resource book, and an activity card. Sample themes: alphabet, counting, dinosaurs, five senses, self-esteem, sharing, dragons and castles. Toddler themed kits can be developed too.
- Help GED adult students by offering babysitting services to single parents furthering their education. Work with the local library or school to provide space for the babysitting.
- Global Reading Challenge for older children. After reading ten books have a quiz bowl.
- Create a reading nook at a local laundromat. Include magazines and books for adults and children.
- Donate books of diversity to schools, children's hospitals, and doctor/clinic waiting rooms.
- Host a book shower for a woman's shelter or homeless shelter including adult and children's books.
- Collect "Books for the Brave" and fill the shelves of a Veteran's Home library or to be given out by the Veterans'

Administration to local veterans.

- Identify the need for English as a Second Language program in your community.
- Read to children in homeless shelters, read to the elderly, and/or read to the visually impaired.
- Establish a Little Free Library in your neighborhood or community.
- Donate a bookshelf with books to new Habitat for Humanity homes.
- Hold a "My Favorite Book Contest" for sixth graders where they submit a book report of their favorite book. Winners receive Barnes and Noble gift cards and/or a new book.
- Celebrate Día de los Niños, Día de los Libros (Children's Day/Book Day) April 30. Download two posters, one in English and one in Spanish, and distribute them to area locations. Purchase books such as "The Colors of Us," "All the Colors of Earth," and "A Rainbow of Friends" in English and Spanish and donate to local Head Start Programs.

READING PROGRAMS

Dolly Parton's Imagination Library: Check and see if there is a program in your area and if not, see if you can begin one.

Reach Out and Read: Reading aloud is a wonderful way of engaging with young children. Reading aloud promotes language development and early literacy skills.

Read Across America

Reading is Fundamental (RIF): Read for Success is a Summer reading program; Literacy Control is an online destination for teachers, parents, children, and library volunteers to get thousands of free digital resources tied directly to books.

Reading Rockets at American Library Association (ala.org)

Room to Read: Their goal is to inspire children to read, expand their minds, and develop a lifelong love for reading and learning.

Toys for Tots: This literacy program is in conjunction with Toys for Tots and UPS.

GRAND INITIATIVE— To promote literacy and GFWC's involvement with libraries; GFWC would like to collect 1,000 new Dr. Seuss books (in English and different languages) to distribute 500 to Washington, D.C. schools, hospitals, and shelters and 500 to clubs' local schools, hospitals, and shelters on Dr. Seuss' birthday, March 2, 2020. Clubs may send books to GFWC Headquarters or they may send a monetary donation to purchase books. Please mark any monetary donation, "1,000 Books" in the memo line of check.

DID YOU KNOW that GFWC offers a FOCUS ON LITERACY CLUB GRANT? REFER TO THE THE GRANT SECTION FOR MORE INFORMATION.

SCHOLARSHIPS

Most GFWC clubs and federations give scholarships and they range in amounts. GFWC realizes that no matter how small a scholarship may be, each one is important to the recipient and we hope all clubs, through their State Federations, tell us about every scholarship or donation they have made and share the many creative ways they raise funds for those scholarships.

If your club wishes to begin a scholarship fund, here is a step-by-step plan to get started:

1. Determine the purpose of your scholarship. Beginning a successful scholarship depends upon identifying the reason for awarding it, as well as the target student audience it can potentially help. Common reasons for founding scholarships include:

- Memorializing a loved one by helping students with a scholarship in that person's name
- Providing financial aid to students studying in a particular field





- Helping students who have financial or personal hardships
- Awarding students who excel in a sport, activity, or academic field
- Honoring students who have completed an essay on a topic of interest
- Honoring students who have made a significant impact in their community
- Honoring students who have volunteered in their community.

2. Set a timeline for the scholarship. Typically, if you want to award a scholarship by the summer prior to a given academic year, you should begin planning for it the previous summer. Steps to factor into your timeline include:

- Program development
- Fundraising
- Advertising
- Evaluating applications
- Awarding the scholarship

3. Design the application. However you design your application, you want to make sure that it will solicit the information you need to select the recipient(s) based on your criteria. Common components of scholarship applications may include:

- An essay on a topic relevant to the scholarship purpose
- A list of academic and/or non-academic awards and achievements
- A description of extracurricular involvement
- An explanation of financial need
- Copies of high school and/or college transcripts
- Letters of recommendation from teachers, advisors, employers, etc.

4. Determine the duration of the award. Some scholarships are offered as a one-time award and some are for multiple years.

5. Plan how to fund the scholarship. Funding can come from club or community fundraisers, or clubs can ask for donations from local community businesses.

6. Select the recipient(s) and make the award(s). A committee working together can read applications, determine the best candidate(s), and then vote for approval. You should then notify the recipient(s) and award the scholarship funds according to the timeline you scheduled.

Epsilon Sigma Omicron

Epsilon Sigma Omicron is an honorary educational society open to all per-capita dues paying GFWC members. ESO provides clubwomen with a structured reading program that is educational and stimulates a desire for self-improvement. ESO materials are available online at www.gfwc.org/what-we-do/community-service-programs/epsilon-sigma-omicron.

There are a number of ways to support ESO activities and membership within your club, including:

- Verify the charter of an ESO chapter in your state by contacting your State President or the GFWC Education Community Service Program Chairman. If one does not exist, establish a state ESO chapter and start reading.
- Select one or two books from the reading list to discuss at club meetings.
- Establish reading groups for study and discussion.
- Organize a book fair.
- Sponsor a book-signing event.
- Promote local authors and their works.

- Promote reading at all age levels.
- Work with your local library or book store in reading at children events.

GRANTS

FOCUS ON LITERACY CLUB GRANTS

Literacy club grants of up to \$200 are available to GFWC clubs, and funds may be used for purchasing books for tutors to use, providing books to children, and/or a variety of other literacy needs. Refer to the application for a number of other suggestions, available at www.GFWC.org/membership/awards-contests-and-grants/.

GFWC PARTNERSHIPS

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



Direct any questions regarding donations to GFWC partners to Education Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



HUGH O'BRIAN YOUTH LEADERSHIP (HOBY)

Contact: Sunshine Navarro Shively, Registration and Outreach Manager
31255 Cedar Valley Drive, Suite 327
Westlake Village, CA 91362

W: www.HOBY.org

E: ShivelyS@HOBY.org

P: 818-851-3980 ext. 321

"MY HOBY LEADERSHIP SEMINAR TAUGHT ME THAT I HAVE POTENTIAL; HOBY WLC TAUGHT ME THAT I HAVE A PLACE IN THE WORLD; AND HOBY ALA TAUGHT ME HOW TO USE MY POTENTIAL TO CHANGE THE WORLD."

—ROBERT BAURLEY, HOBY Alum: PA-East Leadership Seminar '12, WLC '12, ALA Fall '13

Since 1958, more than 425,000 students have begun their leadership journey with HOBY. Annually, more than 10,000 high school students from across the country and around the world participate in HOBY programs, such as:

Community Leadership Workshop (CLeW) is HOBY's introductory one-day leadership program for high school Freshmen. It is a free program that focuses on leadership as a discipline to be explored and learned. CLeWs are attended by 50 to 100 students and can take place anytime during the school year.

The State Leadership Seminar (LS) is for high school Sophomores who want to develop their leadership talents and become youth leaders in their communities. This dynamic 3-4 day seminar explores leadership from three perspectives—personal, group, and societal—through fun and interactive workshops, activities, and discussions. Seventy seminars across the country take place annually every weekend between May and June. A sponsorship of \$395.00 covers the cost of all meals, lodging, and training materials for one deserving student for an entire weekend.

The World Leadership Congress (WLC) brings students together from across the globe for a unique, week-long international program. Upon completing a State Leadership Seminar, rising juniors from U.S. high schools have the opportunity to convene with international students, representing up to 20 countries, to discover their potential



as the next generation of leaders. The WLC takes place annually in July in Chicago, Illinois. Sponsorships may include full or partial coverage of the \$1850 registration fee or donation of airline miles for students traveling from across the country.

The Advanced Leadership Academy (ALA) is a college-level program for high school Juniors and Seniors who want to enhance their leadership abilities to lead others for social change. Successfully completing this 5-day program will allow participants to develop their own action plan for change and earn them one transferable college unit, which is included in the registration fee. The ALA takes place annually in July. (Contact ALA@hoby.org for discounted early registration fees and future dates and venue.)

More than 4,000 HOBY volunteers plan, fundraise, and produce HOBY programs each year. Students return from HOBY as change leaders, equipped with leadership training, self-awareness, and motivation to make a positive impact in their community. GFWC's support and volunteers have been critical to thousands of HOBY Ambassadors over the decades. There are lots of ways for you and your club to get involved!

- Spread the word about HOBY programs to your local high schools
- Sponsor students to attend a HOBY program
- Plan and produce a Community Leadership Workshop with local HOBY Alumni
- Help schools select and register Sophomore students for the State Leadership Seminars
- Select and sponsor a deserving high school Junior or Senior for the Advanced Leadership Academy
- Volunteer at the events
- Provide gifts-in-kind
- Think of a unique way your club can help!

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Education Community Service Program projects and partnership projects, as follows:

- Certificates to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity
- Certificates to one State Federation in each membership category for ESO
- \$50 award to one club in the nation for project creativity for ESO

Award winners will be determined by entries into the Awards Program. Each state federation may submit one State Award Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Education Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the Education Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

012-010	Basic Education
012-020	Community Colleges, Vocational/Technical Education Institutions



EDUCATION

012-030	Educational Equity
012-040	Enforced School Busing
012-050	English, Official U. S. A. Language
012-070	Humanities Education
012-080	Libraries
012-090	Lifelong Learning
012-100	Literacy
012-110	Quality Education
012-120	Digital Media in Education
012-130	Youth Employment





HOME LIFE

COMMUNITY SERVICE PROGRAM

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

THE GFWC HOME LIFE COMMUNITY SERVICE PROGRAM IS DESIGNED TO INFORM MEMBERS OF ISSUES THAT AFFECT THE WELL-BEING OF INDIVIDUALS, FAMILIES, AND COMMUNITIES

by providing opportunities and resources to meet and address needs through volunteering. Through this program, clubs may develop and implement creative projects that promote a healthy lifestyle; increase awareness, prevention, research, and treatment of disease; target personal development; address the issues of hunger, inadequate housing, and homelessness; and/or prevent or correct financial difficulties.

Program ideas are endless. Consider projects that address issues such as women's health, theft prevention, service dog programs, individuals with disabilities, healthy lifestyles, life skill classes, healthy food choices, cooking classes, childcare, and preventing prescription drug abuse. Consider a program to help families at risk of food insecurity and health conditions driven by poor diets.

2018-2020 INITIATIVE

Martin Luther King, Jr.'s role in the bus boycott transformed him into a national figure and the best-known spokesman of the civil rights movement.

National Day of Service: Have your Club work with your local bus transit and give a discount or daily pass to ride the bus for the day in January.

Martin Luther King, Jr. Day — January 21, 2019
Martin Lither King, Jr. Day — January 20, 2020



Direct any questions regarding projects to the Home Life Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



2018-2020 HOME LIFE COMMUNITY SERVICE PROGRAM

Carolyn Forbes, Chairman

1591 Autumn Moon Rd.
Magnolia, DE 19962
302-697-0267
302-222-6468
mrschefdjf@aol.com

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.



VIAL OF LIFE PROJECT

The Vial of Life is designed to speak for you when you can't speak for yourself. The vial contains important information that can assist emergency personnel in administering the proper medical treatment. Print free Vial Kits and order decals.



BROWN BAG MISSION

GFWC Parkersburg Woman’s Club (WV) supplied weekend meals for 350 elementary children with the Brown Bag Mission. Support was provided by various fundraising projects throughout the year along with private donations. Clubwomen purchased, sorted, packed, and delivered the bags filled with nonperishable foods each Friday. Extra food was given for holidays and long vacation periods. The club also assisted middle and high schools with setting up a food pantry for students needing help.



SUNSCREEN STATIONS

GFWC Northboro Junior Woman’s Club (MA) embraced a town-wide Melanoma Program. The club educated the community on the risk of melanoma. They worked with the Melanoma Society to provide sunscreen stations free of charge. They selected a local park and began the project with a dispenser and 2,800 pumps of sunscreen. The club’s goal is to provide at least one dispenser at each of the local parks and the school athletic fields.



CARE BAGS FOR CHILDREN

GFWC Sand River Woman’s Club (SC) provided care bags for children in foster services. After consulting with Department of Social Services case managers, the colorful handled tote bags were filled with wipes, soaps, toothbrushes, toothpaste, combs, and a change of undergarments. Other items included were drinks, snacks, and other items to occupy the children such as a Matchbox car or small journal. The bags were delivered to the Department for distribution.

IDEAS

Program ideas are endless. Below is a list of ideas on how clubs may support the Home Life Community Service Program.

- Start a program that allows each individual to have their complete medical information ready in their home for emergency personnel to reference during a home emergency. Utilize information located at www.vialoflife.com.
- Assess and quantify specific needs of local citizens.
- Research problems in your community that are largely unaddressed and identify those who are underserved.
- Work on programs and projects that focus on addressing the identified needs.
- Promote the acquisition of correct health and safety information from the Centers for Disease Control and Prevention at www.CDC.gov.
- Plan programs on women’s heart health. Expand the programs beyond the club level to involve the community. Utilize information located at www.hearttruth.gov for program ideas.
- Know your blood pressure. If it’s high (140/90 mm Hg or above), you’re at risk of medical problems.
- Get moving, eat healthy and maintain a healthy weight.
- Start your club meetings with a warm-up and have fun with chair exercises.
- Sponsor a National Wear Red Day® celebration (first Friday in February each year).
- Decorate street parking meters and red ribbons for Women’s Heart Awareness
- Decorate Valentines Hearts and host a Valentine social at an assisted living community and serve Heart healthy refreshments. Don’t be afraid to sing your heart out, as it loves music.
- Conduct The Heart Truth educational session for women, using The Heart Truth Speaker’s Kit (which may be held in a variety of community settings, such as a hospital, workplace, library, church, YMCA/YWCA, health department, community clinic, etc.)
- Sponsor The Red DressSM Sunday/Sabbath service at local churches or synagogues to raise awareness about women’s heart disease
- Display the Red Dress logo throughout the town in business’s window displays or store windows in local malls.
- Eat Smart for a Healthy Heart: Participate in a cooking program for people who are concerned about heart health, include cardiovascular education, cooking demonstrations, and tasting of healthy recipes.

- Learn the basic facts about gynecologic cancer, including risk factors and screening options. Establish information sharing sessions and utilize resources located at <http://www.cdc.gov/cancer/knowledge/>.
- Order free *Inside Knowledge* materials at (www.CDC.gov/pubs/dpc1.aspx) and distribute them among fellow members of your club and community.
- Promote awareness of *Inside Knowledge* and its resources all through the year, but especially during: National Cervical Cancer Awareness Month(January); Mother's Day(May) National Gynecologic Cancer Awareness Month and National Ovarian Cancer Awareness Month (September).
- Celebrate June as National Cancer Survivor Month with lavender ribbons.
- Decorate street lights, outside your club house, and doors to area businesses with pink ribbon for Breast Cancer Month, teal ribbons for cervical cancer, black ribbons for Melanoma and skin cancer, etc.
- Dining with Diabetes: Promote Diabetes education. Distribute printable food charts and lists on diabetes information. Hold cooking demonstrations and a tasting of healthy recipes.
- Plan programs on breast cancer awareness. Host a "Bra-ha-ha" fundraising event where men and women from all walks of life come together to decorate bras in creative, hilarious, and eye-catching ways. Proceeds provide free mammograms and other breast health related services.
- Offer free mammograms to the needy.
- Organize and/or participate in health fairs and forums.
- Learn about proper medication utilization and the issues with prescription drug addiction.
- Help prevent prescription drug abuse by creating bookmarks with information on how to safely dispose of medications and locations of drop boxes for the disposal of medications no longer needed.
- Create a resource list of local women's clinics and health centers and distribute it in public areas such as shelters, places of worship, and libraries.
- Educate club members and the community regarding the "Make the First Five Count" Initiative. Visit www.Makethefirstfivecount.org for information.
- APRIL IS AUTISM AWARENESS MONTH. Reach out to an Easterseal's affiliate to get involved with Autism Awareness programs during the month of April. Utilize the knowledge to educate others within the community.
- Learn how children grow and learn at different rates. Visit Make the First Five Count (www.easterseals.com/mtff).
- Support "Walk with Me," where you have the opportunity to walk with an Easterseals client in your town.
- Sign up to receive monthly e-newsletters (www.easterseals.com).
- Arrange for an Easterseals representative to speak at your club meeting to learn more about services for children and adults with disabilities in your community, the Caregivers program and Military/Veterans Services.
- Consider donating birthday (or any special occasion) bags to local Easterseals affiliates to share with their clients. Suggestions for birthday (or for any special occasion) bags (cake mix, a foil pan, icing plates, napkins streamers and other decorations.
- Incorporate fitness activities into your club and community activities, including walking, zumba, or yoga. Sponsor a fun run.
- Start an exercise group in your club, then initiate a weight loss challenge in your club and keep track of pounds lost.
- Promote healthy self-esteem and self-worth.
- Organize financial workshops for women, retirees, single parents, and/or college students.
- Challenge another group (men's group, Jewish women's group, youth group) to see who can collect the most cans of food for the food bank or who can walk the furthest for a month.
- Work with local food banks and homeless shelters to provide needed donations, stock shelves, and provide other volunteer services.
- Provide rides to the food pantry and grocery stores for families in need. Collect and deliver store coupons for

the families to use. Collect plastic grocery bags and donate them to a food pantry.

- Work with local agencies that provide supportive services to the homeless and mentally challenged by volunteering at fundraisers and local events.
- Partner with a local nursing home or mental health facility to enhance the quality of life for the elderly and disabled.
- Organize clothing drives. Partner with other local agencies to distribute to the needy.
- Sponsor PSAs that will expand the distribution of information related to club programs and projects.
- Support the initiatives of our partners.
- Utilize resources to enhance programs and projects.
- Organize workshops for students to learn life skills, example: learning how to prepare a budget, applying for the workforce, establishing credit, paying bills, how to address an envelope, and protocol.
- Host sewing classes. Teach children and members to knit two scarves; one for themselves and one to donate to a shelter.
- Host cooking and nutrition classes for underprivileged children. Include the Boys and Girls club, Boy Scouts and Girl Scouts. Teach the importance of food safety.
- Celebrate Girl Scout Week. Invite Junior Girl Scouts to help prepare a simple meal and donate to a homeless shelter, earning their Junior Simple Meals Badge.

GFWC PARTNERSHIPS

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



Support regional activities at one of the six regional centers near you:

Northeast Regional Center

(New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Washington D.C., Virginia, West Virginia, Massachusetts, Rhode Island, Vermont, New Hampshire, and Maine)

Contact: Debra MacKenzie,
NER Development Director
286 Middle Island Road
Medford, NY 11763
P: 631-561-0200
E: DMackenzie@cci.org

North Central Regional Center

(Ohio, Western Pennsylvania, Kentucky, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas)

Contact: Laurel Marks,
NCR Development Director
4989 State Route 37 East
Delaware, OH 43015-9682
P: 740-833-3702
E: LMarks@cci.org

Northwest Regional Center

(Alaska, Idaho, Montana, Northern Nevada, Northern California, Oregon, Washington, and Wyoming)

Contact: Lisa Cannon,
NWR Development Director
2965 Dutton Avenue
P.O. Box 446
Santa Rosa, CA 95402-0446
P: 707- 577-1700
E: LCannon@cci.org

Southeast Regional Center

(Florida, Georgia, Tennessee, North Carolina,



Direct any questions regarding donations to GFWC partners to Home Life Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.





CANINE COMPANIONS FOR INDEPENDENCE

Contact: Nancy Murray, National Community Events Manager
P.O. Box 446
2965 Dutton Avenue
Santa Rosa, CA 95402-0446
W: www.CCI.org **Toll Free Number:** 1-800-572-BARK (2275)
P: 707-577-1781
E: NMurray@CCI.org

Canine Companions is the oldest and largest assistance dog program providing trained dogs for children, adults, and veterans with physical disabilities. Founded in 1975, they are leaders in the field and have placed over 4,400 assistance dogs. Canine Companions breeds and trains their own dogs to get the temperament, intelligence, focus, health, and work ethic needed. Their breeding program is highly regarded and looked at by others for best practices. At eight weeks old, puppies are placed with volunteer puppy raisers who raise the puppies for 15 months, teaching basic obedience commands and socialization skills. Then they return the dog to Canine Companions for six months of professional training to learn the 40+ commands they need to know to do tasks for people with disabilities.

VETERAN'S INITIATIVE

GFWC is working with Canine Companions for Independence on its Veteran's Initiative. Canine Companions has provided many assistance dogs to injured service men and women who are returning from wars. For a veteran making a new start putting his or her life back together from an injury, an assistance dog can provide the help they need to regain independence. GFWC members can:

- Promote puppy raising. Volunteers are needed to raise puppies from eight weeks to 1-1/2 years old attending dog obedience classes and socializing the puppy in public settings. Assistance is needed in getting the word out on the need for volunteers.
- Give each member a container to save pennies during the month or pass the hat at every meeting collecting pennies. Donate the funds to Canine Companions Pennies for Puppies.
- Support the "Give A Dog A Job" program.
- Visit and tour a regional training center.
- Meet the Canine Companions Chapter leadership near you and see how you can work together.
- Participate in the Canine Companions Signature Event—*DogFest Walk 'n Roll*. For more information visit www.cci.org/dogfest.
- Have members purchase bolts of fabric for Canine Companions to sew vests for dogs or stuffed puppies.
- Offer the opportunity to clubs that live near the regional centers to provide meals, etc. when team training is being offered.
- Make donations for dorm rooms or decorate the dorm rooms at Regional Centers.
- Contact your closest Regional Center to see if your club can fulfill any items on their wish lists.



South Carolina, Mississippi, Alabama, and Louisiana)

Contact: Jeanne Cooley, SER Development Director
P.O. Box 680388
Orlando, FL 32868-0388
P: 407-522-3300
E: JCooley@cci.org

South Central Regional Training Center (Texas)

Contact: Mikell Bollinger, SCR Regional
Director of Development
PO Box 630919
Irving, TX 75063
P: (800) 572-BARK (2275)
E: MBollinger@cci.org

Southwest Regional Center

(Arizona, Utah, Colorado, New Mexico, Oklahoma, Arkansas, Southern California, Southern Nevada, and Hawaii)
Contact: Margaret Sluyk,
SWR Development Director
P.O. Box 4568
Oceanside, CA 92052-4568
P: 760-901-4300
E: MSluyk@cci.org

Colorado Satellite Office

Contact: Paul O'Brien, Colorado Director
126 Las Animas Street
Colorado Springs, CO 80903
P: 719-260-6151
E: POBrien@cci.org



- Arrange for a Canine Companions team to speak at your club meeting to learn more about assistance dogs and Canine Companions.
- Volunteer at a center/office or staff a booth.
- Assist with outreach to veteran organizations, including presentations, outreach booth staffing, literature, as well as poster and video distribution.
- Raise funds to help place a dog with a veteran.
- Join the Canine Companions Facebook page (www.Facebook.com/CanineCompanions) and help them build their network of “likes”.
- Follow Canine Companions on Twitter (@ccicanine).
- Subscribe to their YouTube channel (www.YouTube.com/CanineCompanions) and their blog, Help is a Four-Legged Word (www.Blog.CCI.org).
- Sign up to receive monthly e-newsletters on Canine Companions updates and forward the emails to your friends (www.CCI.org/sign-up).

GFWC RESOURCES

- **EasterSeals**, www.Easterseals.com, Contact: Teresa Summers, **P:** 815-730-2052 ext. 2, **E:** tsummers@joliet.easterseals.com.
- **National Heart, Lung, and Blood's The Heart Truth®**, www.hearttruth.gov, Contact: Monique Ndenecho, **P:** 301-827-4877, **E:** Monique.ndenecho@nih.gov.
- **Inside Knowledge: Get the Facts About Gynecologic Cancer Campaign**, <http://www.cdc.gov/cancer/knowledge>, Contact: Jennifer Chu, **P:** 202-729-4263, **E:** Jennifer.chu@ogilvy.com.
- Explore options to help with **Feeding America** by going to www.feedingamerica.org and learn how you can help in your community, state, and nation.
- Learn more about **American Cancer Society** initiatives by going to www.cancer.org.
- Work to promote **Alzheimer's** disease awareness by going to www.alz.org.
- Promote awareness of Diabetes by going to www.diabetes.org and <http://diabetesfoundation.jdrf.com/info/jdrf/> and utilize those resources to help your community.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Home Life Community Service Program projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Arts Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the Home Life Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

013-020	Agricultural Policy – Family Farms
013-030	Breast Cancer
013-040	Cardiopulmonary Resuscitation Training (CPR) and Automated External Defibrillators (AED)
013-050	Child Foster Care
013-060	Child Support Enforcement Program
013-070	Civil Rights in the Workplace
013-080	Communication Industry
013-090	Consumer Product Information
013-100	Diabetes
013-110	Economic Equity
013-120	Family Caregivers
013-130	Food, Drug, Cosmetics and Medical Products Registration
013-140	Food Safety
013-150	Freedom of Access to Health Clinics
013-160	Freedom of Enterprise
013-170	Gynecological Cancer
013-190	Homelessness
013-200	Humane Slaughter Act Enforcement
013-210	Immunization for Prevention of Childhood Diseases
013-220	Improper Portrayal of Women
013-230	Income Tax Deduction for Tuition
013-240	Retirement Savings
013-250	Influence of the Home and Family
013-260	Intolerance
013-270	Long-Term Care
013-280	Mass Media
013-300	Mental Health Parity
013-310	Migrant Worker Families and Transient Youth
013-330	Nursing Shortage Crisis
013-340	Nutrition
013-350	Organ and Tissue Transplants
013-360	Persons with Disabilities
013-400	Prevention, Detection, Control and Cure of Diseases and Illnesses
013-410	Product and Services Liability Reform
013-420	Child Care
013-430	Quality Long Term Care
013-450	Retired Persons
013-460	Sexual Harassment
013-480	Smoking in Public Places
013-490	Specially Trained Dogs and Other Animals For People with Disabilities
013-500	Stem Cell Research
013-510	Substance Abuse and Rehabilitation
013-540	Tobacco and Young People
013-550	Tuberculosis Prevention
013-560	HIV/AIDS
013-580	Youth Suicide Prevention
013-590	Autism Spectrum Disorder
013-600	Cancer
013-610	Heart Disease in Women



013-620	Obesity Prevention
013-630	Religious Freedom
013-640	Sexual and Reproductive Health Care
013-650	Health Care and Research



INTERNATIONAL OUTREACH

COMMUNITY SERVICE PROGRAM

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

ENGAGING WITH THE GLOBAL COMMUNITY


For decades, GFWC Clubwomen have reached beyond their communities to make a lasting difference in the lives of others throughout the world. We are all part of the global community and are not isolated from the issues effecting so many others worldwide. Issues such as hunger, poverty, preventable diseases, human trafficking, the lack of clean drinking water, and education know no boundaries.

Half of the world's population, more than 3 billion people, lives on less than \$2.50 a day. Twenty two thousand children die each day from easily preventable diseases and over 600 million people do not have safe drinking water. The International Outreach Community Service Program is designed to give members the opportunity to become better world citizens and make an impact through education, advocacy, and action to affect change for others throughout the world.

Although in most cases GFWC members cannot be physically present to assist, there are countless ways to make a lasting difference in the world. GFWC partner agencies provide information and opportunities for members to contribute. Members can be assured donations made through our partner agencies are reaching those in greatest need.

Consider raising cultural awareness; celebrating ethnicities; conducting fundraising activities to support healthy child development; advocating for basic human needs such as food, water, clothing, and education; and promoting self-sufficiency.

Please note, for your information, the GFWC Resolutions for International Outreach are listed at the end of this section.

 Direct any questions regarding projects that do not involve GFWC partners to the International Outreach Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



2018-2020 INTERNATIONAL OUTREACH COMMUNITY SERVICE PROGRAM

Mary Beth Williams, Chairman

8 Sequoyah Road
Colorado Springs, CO 80906
719-471-8600
mbw2020@msn.com



CELEBRATE INTERNATIONAL WOMEN'S DAY

International Women's Day is a global day of celebrating the achievements of women and a call for gender parity. Its origins can be traced back to the early 1900's when women were demanding the right to vote, shorter working hours, and better pay. It is celebrated throughout the world on March 8.

Join the celebration. Plan a lunch with a program to honor women in your community or about our very own GFWC great women from the past.

Create a display for your library showcasing female authors and books about great women in history.

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.



MAKING WATER SAFE

Members of the **GFWC Woman's League of Mt. Holly** (NJ) made donations to purchase LifeStraws to help provide safe drinking water. The LifeStraw was developed to remove Guinea worm larvae and now filters out all the microbiological contaminants that make water unsafe. The straws are worn around the neck. These filters have contributed to the near-eradication of the disease.



HUMAN TRAFFICKING AWARENESS

After attending a UNICEF "Kick Off Event" at Arizona State University to raise awareness of human trafficking and learning about the horrors, the **GFWC Paradise Valley Junior Woman's Club** (AZ) arranged to visit their local high school to talk at a student government meeting. They presented materials to help them inform their classmates.



HOSPITALITY FOR INTERNATIONAL STUDENTS

The **GFWC Menominee Club** (WI) holds a monthly potluck dinner for the international students attending the University of Wisconsin, Marinette. Members bring dishes to share and ask the students to bring a food from their culture. Students share information about their traditions. For Christmas, members gifted the students with mittens filled with candies.

IDEAS

Below are ideas on how clubs may support the International Outreach Community Service Program and Partners. Think outside the box, put a new slant on an idea, and adopt it to your club work. With all projects/programs, think diversity. Work with or for other groups, highlighting diversity as the theme.

- Make "Days for Girls" kits to provide feminine supplies for girls and women so they may go to school and work. Lacking basic hygiene products, girls are not allowed to attend school when menstruating. Sew drawstring bags and re-usable maxi pads. Add underwear, washcloth, soap, and two Ziplocs to complete the kits.
- Celebrate Hot Tea Month in January and learn about the history of tea from Chinese legends.
- Host an International Dinner Party, choosing a country or region as a theme. Have fun decorating and selecting a delicious menu to serve guests. Invite members and friends and to donate the price of "dinner out" to support an International Outreach project.
- Provide a laptop/computer to encourage all members to sign-up for GFWC's Legislative Action Center, an easy way to learn about legislation impacting international issues. For those who sign-up, have a drawing for a *GFWC Clubwomen Magazine* donated by the club or a member.
- Partner with a brewery to host a "Bras and Brews" event. Ask for a contribution for each beer sold and have attendees bring bras for "Free the Girls" to help human trafficking survivors have a safe income selling bras in the second-hand markets.
- Have a "Quarters for Quackers" campaign to raise money for Heifer International. Pass a large jar painted with pictures of geese at meetings to collect loose change. Put similar jars along with information on Heifer at libraries, town fairs, etc. or "Pass the Pig" to collect loose change at your meetings.
- Have a "Livestock Show and Sale" to benefit Heifer International. Make cupcakes and decorate them to resemble cows, sheep, pigs, as well as other farm animals. Have a bake sale or hold a "livestock auction."
- Host a "Pop a Shot" fundraiser at a local high school basketball game and during halftime, charge \$1 per shot as participants try to make baskets on the court. Purchase bottles of soda and PowerAde as prizes for those who make a basket. Have an information board and information on Shot@Life available for fans/attendees.
- How about a shot of chocolate mousse? Fill shot glasses with this dessert at a club, district, or state meeting and ask for donations for Shot@Life.
- A "hole" lotta fun for UNICEF. Start a Halloween-themed cornhole tournament. Build and decorate cornhole boards to look like jack-o'-lanterns. Cut out holes where the eyes and mouth are and make or buy beanbags. Ask members to make a donation to compete in the tournament. Hold a team competition at a district, state, or region meeting.



- Hold a Creepy Crawly Halloween Car Wash for UNICEF. Who wouldn't want to get their car washed by a prince or princess? Or zombies? Your club will have a blast seeing each other in costumes while raising funds to help children.

GFWC PARTNERSHIPS

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Direct any questions regarding donations to GFWC partners to International Outreach Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



HEIFER INTERNATIONAL

SEND ALL CONTRIBUTIONS TO:

Heifer International
1 World Avenue
Little Rock, AR 72202

Reference code #VOMYYOOGFW000
or donate online at fundraise.heifer.org/GFWC.

Contact: Jill Kilty Newburn, Community Engagement Manager

E: gfwc@heifer.org

P: 650-823-0589

"Pass It On!" Heifer International gives gifts of livestock and provides environmentally sound agricultural training to families in need around the world as a means of providing self-sufficiency. Farmers, mostly women, who have received a gift, are required to pass on the equivalent to another family in need. Whether they pass on the offspring of an animal or something else, Passing On the Gift can amount to essentially transferring half of one's wealth for the benefit of others. Passing on the Gift is a chain reaction that multiplies successes so that, eventually, entire communities thrive on the Gift.

Since 1944, Heifer has helped 25 million families in more than 125 countries through the gifts of livestock and agricultural training.

GFWC members can engage with Heifer International in the following ways:

- Conduct a Heifer program at a club meeting using our free GFWC Program Kit, available to order online at www.heifer.org/gfwc. Where available, Heifer-trained speakers can speak to your club. To request a Heifer volunteer speaker or for further assistance, please email gfwc@heifer.org.
- Engage faith and school communities in your area with Heifer's free educational resources: www.heifer.org/faith and www.heifer.org/schools.
- Host an online fundraiser in honor of a member, milestone, or just because at fundraise.heifer.org/GFWC.
- Sponsor a Local Read to Feed Program: What is Read to Feed? Read to Feed is Heifer International's unique reading incentive program. School children from pre-kindergarten through 6th grade enlist sponsors to pledge a donation for each book read or hour spent reading. At the end of the program, the students pool all the funds raised from reading to donate to Heifer International. Your club can help a child make a difference by sponsoring a local school Read to Feed program!
- Handcrafts to Help Women Entrepreneurs: Knitters in your club can use their talents to make items to sell to raise money for women around the world who benefit from the llamas, alpaca, and sheep. Your efforts raise funds and awareness about how the gift of an animal allows a woman to develop her own business.





OPERATION SMILE

Please send all contributions to:

Operation Smile
Attn: GFWC
3641 Faculty Boulevard
Virginia Beach, VA 23453

Reference your official club name in the memo line of your check.

W: www.operationssmile.org

Please direct all questions to:

Greta Boyd, Donor Experience Manager

E: gfwc@operationssmile.org

P: 877-240-7196

Together, we can heal children's smiles! We believe every child suffering from cleft lip or cleft palate deserves exceptional surgical care.

Why worry about the smile? Children born with a cleft lip and/or palate face serious medical problems. The immediate concern for babies is if they are able to receive the proper nutrition to be healthy. Other issues facing children include speech development, hearing loss, and dental. Children often face serious cultural stigmas too. In a safe surgical setting the defect can be easily corrected. However, for too many families in the world, safe surgery is not possible.

Each year, Operation Smile provides safe, effective and well-timed surgery to more than 20,000 patients in 30+ countries. For the last 35 years, Operation Smile has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate, or other facial deformities. As one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care, we work to build self-sufficiency and sustainable health care infrastructures through training, capacity building, and engaging in public-private partnerships in the countries where we work.

Your club can help heal children's smiles worldwide by joining Operation Smile to:

- Fundraise to help cover the cost of surgery, medical missions, education, and training.
- Fund a surgery — as little as \$240 can change a child's life forever!
- Host a fundraising contest, tournament, event, or charity auction.
- Request an Operation Smile Donation Box to collect change at the register of your favorite hot spot.
- Participate in our Service Projects to provide comfort to our patients during missions.
- Make Smile Splints (formerly No-No Armbands), children's hospital gowns, blankets/quilts/afghans, and Smile Bags for our patients.
- Collect needed items for our Child Life Therapy list and Smile Bag kits.
- Please help ensure your club gets credit for your donations by including your club name and contact information with each donation and by writing GFWC on the memo line. An inventory form or donation form are both available by contacting gfwc@operationssmile.org or 877-240-7196.

Thank you for helping us to give children bright smiles and brighter futures!



Invest in a healthier world.
Immunize a child.



UNITED NATIONS FOUNDATION, SHOT@LIFE

Contact: Rebecca Maxie, Manager of National Grassroots Strategy
1750 Pennsylvania Avenue NW, Suite 300, Washington, DC 20006

E: rmaxie@unfoundation.org

P: 202-854-2364

C: 202-340-5867

Every 20 seconds, a child dies from a vaccine-preventable disease, but you can help us change the course of history! Shot@Life's long-term partnership with GFWC aims to expand access to life-saving vaccines for children in developing countries and stop unnecessary childhood deaths. We accomplish this mainly through education, fundraising, and advocacy training to build relationships with members of Congress.

The Shot@Life Awards Program focuses on providing as many vaccines and immunization services as possible to children in developing countries. Vaccines for diseases such as polio cost as little as \$1.00 per dose, making it an extremely cost-effective way to make an impact on the life of a child.

Efforts to raise awareness and funds for Shot@Life will be tracked, and the top clubs and states will be recognized annually at the GFWC International Convention. The Shot@Life Awards Program levels are:

- Bronze: Raise \$365 to help provide essential vaccines to 1 child a day
- Silver: Raise \$750 to help provide essential vaccines to 2 children a day
- Gold: Raise \$2,000 to provide up to 2,000 lifesaving vaccines to children in need
- Platinum: \$5,000 to provide up to 5,000 lifesaving vaccines to children in need

Checks can be sent to*: Shot at Life, P.O. Box 96399, Washington, DC 20090

*Make sure you include the name of your club to ensure you get credit towards the Awards Program!

Advocacy is the most important thing we can do to unlock millions of dollars for child immunization programs. Shot@Life recognizes advocacy actions done by individuals or clubs within the Shot@Life Champion Program, which anyone is welcome to join by attending one of our monthly Champion training webinars. We will provide you all the tools and talking points for any actions you take! Some of the advocacy activities you can get involved with include:

- Hosting an event, such as a phone bank to call your members of Congress, or a fundraiser with a raffle benefitting Shot@Life. You can even apply for a GFWC/Shot@Life grant of up to \$100 to throw your fundraising or advocacy event! APPLY NOW before the funds run out! Visit bit.ly/GFWCShotLifeGrant for more information and to fill out an application.
- Encouraging your club to take simple actions, like sending letters/emails to their members of Congress in support of global vaccination programs.
- Attending a live webinar training right from your computer. We offer live, hour-long trainings every month, and we are also happy to schedule individual trainings customized to your club or send you links to watch the training on your own time.
- Attending our Annual Champion Summit in Washington, DC (always in February or March) to be trained as advocates for global childhood immunization programs, meet with legislators on Capitol Hill, connect with other Champions, and hear from amazing speakers.

Please keep in mind that we have resources and materials for all activities, and have a range of options for individuals and clubs to be involved as little or as much as they want throughout the year!

If you would like to view (or show your members at an upcoming meeting) a short video of what our partnership has accomplished, please visit: bit.ly/GFWCshotatlife.



U.S. FUND FOR UNICEF

Contact: Mansi Mehta, Manager, Global Cause Partnerships
125 Maiden Lane New York, NY 10038

W: www.UNICEFUSA.org

E: mmehta@unicefusa.org

P: 212-922-2540

If club members wish to contact directly, they may reach out via email and/or phone.

For more than six decades, GFWC has supported UNICEF, the United Nations Children's Fund, in its efforts to ensure the world's most vulnerable children have access to health, immunization, clean water, nutrition, education, emergency and disaster relief, and more. Today, 10 million (25%) of victims of modern slavery are children.

What can you do to help? The newest partnership with UNICEF USA focuses on the End Trafficking project. This initiative raises awareness about child trafficking while mobilizing communities to take meaningful action to help protect children domestically and internationally.

Your contributions will be used to bring awareness of the need to end trafficking throughout each and every state and community. Training and education programs are provided to students, at-risk youth, faith based partners, community groups, and teachers. "Shout Out" Trafficking Events are held at colleges and universities to bring awareness of human trafficking and the effort to end it. Help us put an End to Trafficking.

Here's what YOU can do:

- Learn the signs of human trafficking and report a potential case to the National Human Trafficking Hotline. You may call the National Human Trafficking Hotline to report a case: 888-373-7888 or text INFO or HELP "BeFree" (233733). (Please visit <https://www.unicefusa.org/sites/default/files/Postcard.pdf> to download this postcard.)
- Host a screening of *Not My Life*, a film portraying the inhumane practices of human trafficking and modern day slavery while facilitating a discussion. (Please contact Mansi Mehta for an End Trafficking fundraising tool kit and for a copy of the documentary.)
- Play human trafficking bingo as a fundraiser during a member's meeting. (Contact Mansi Mehta for a copy.)
- Host a Fair Trade dinner party or a Fair Trade bake sale and raise funds for the End Trafficking project. (Please contact Mansi Mehta for the Fair Trade Dinner Party tool kit.)

**The Club that raises the most funding for the End Trafficking project throughout the year will be recognized at the GFWC Annual Convention!*

- Trick or Treat for UNICEF: GFWC clubs are invited to support Trick or Treat for UNICEF, a longstanding program of children collecting money at Halloween time to help children around the world. The funds will go to other UNICEF programs, not to the End Trafficking initiative.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective International Outreach Community Service Program projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the International Outreach Community Service Program projects. Clubs do not submit entries directly to GFWC.

GFWC partners will recognize State Federations and clubs for their efforts. Contact the GFWC Programs Department for information.





Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the International Outreach Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

014-010	Child Survival in Developing Countries
014-020	Drug Trafficking
014-030	Enforcement of Immigration Laws
014-040	Geneva Convention on Protection of Civilians in Wartime
014-050	Hemispheric Solidarity
014-060	Human Rights ²
014-070	International Child Labor
014-080	International Exchange Programs
014-100	Management of Outer Space
014-110	Man-made and Nuclear Disasters
014-120	National Defense
014-130	Nuclear Arms Reduction
014-140	Population Growth
014-150	Prayer at the United Nations
014-160	Refugees
014-170	Support of the North Atlantic Treaty Organization (NATO)
014-180	Support of UNESCO Day of Tolerance
014-190	Support of the United Nations
014-200	Assistance to Economically Less Developed Areas
014-210	Terrorism
014-230	Totalitarian Aggression
014-240	United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)
014-260	World Hunger





PUBLIC ISSUES

COMMUNITY SERVICE PROGRAM

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

CIVIC AND SOCIAL RESPONSIBILITIES ARE KEY COMPONENTS IN OUR LIVES

The GFWC Public Issues Community Service Program is designed to actively connect members with effective projects and activities relating to civic and social responsibilities. This program focuses on the following areas:

Citizenship

- Educate club members and local communities on the rights and responsibilities of citizenship.
- Use resources, including GFWC Resolutions, to increase patriotism, pride in heritage, and active community involvement.
- Encourage active involvement in the legislation and regulation of issues that affect the world around you.
- Attend a naturalization ceremony and give each new citizen a flag pin.
- Promote classroom and member education on American heritage symbols and flag etiquette.

Military Personnel

- Educate club members and local communities on needs of military families.
- Advocate for legislation that supports active and veteran military personnel and their families.
- Support military personnel and veterans returning to community living.
- Consider projects benefiting homeless women veterans.

Emergency and Disaster Preparedness

- Educate club members and local communities on disaster readiness, recovery, and relief.
- Work with law enforcement agencies and first responders to increase public awareness.
- Develop community programs and coalitions to address disaster recovery and relief.
- Work with local agencies to provide community training in disaster preparedness.
- Participate in the national "In Case of Emergency" program (ICE) by distributing brochures and information on disaster supply kit needs.

Safety and Crime Prevention

- Educate club members and local communities on home, transportation (including bicycles, rail, and air), and internet safety.
- Provide programs, tools, and training.



2018-2020 PUBLIC ISSUES COMMUNITY SERVICE PROGRAM

Celene Post, Chairman

3624 W. Laredo Street
Chandler, AZ 85226
480-792-0411
Mobile: 602-502-1117
Crp918@live.com

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

- Promote trick or treat safety and organize a Halloween “Trunk or Treat” event in your municipal parking lot. Families park their cars and open their car trunks for trick or treaters.
- Create safer homes and communities through crime prevention awareness.
- Encourage “Neighborhood Watch” groups within communities.

Consider projects that address issues such as running for office; voter registration; elections; democracy; disaster preparedness; road safety; and supporting our military personnel.



Direct any questions regarding projects that do not involve GFWC partners to the Public Issues Community Service Program Chairman or GFWC Programs Department at Programs@GFWC.org.



RIGHT TO VOTE

The **GFWC Glendale Woman's Club** (AZ) created a mock voting scenario for fourth graders at their local school. They created the entire voting process from registering a voter to actually casting a vote. Members prepared lessons - “What is a Leader,” “Agree to Disagree,” and “Why is Voting Important.” The goal was for students to take away the importance of voting for all Americans.



FIRST TIME BUS RIDER

The **GFWC Agawam Woman's Club** (MA) organized a program for kids riding the bus for the first time. A volunteer dressed as “safety bug” introduced safety procedures to all children. The children were then escorted to an actual bus for their first ride! Parents can accompany children who aren't quite ready to go it alone.



FISHER HOUSES

The **GFWC Nisqually Woman's Club** (WA) supported both Fisher Houses at Joint Base Lewis-McCord by providing an Easter dinner with all the trimmings. They partnered with the neighboring GFWC Capital Club to provide a Super Bowl Sunday dinner and celebration for the service men and women.

IDEAS

Program ideas are endless. Below is a list of ideas on how clubs may support the Public Issues Community Service Program.

Citizenship

- Celebrate patriotism.
- Visit, volunteer, and help preserve historic sites, monuments, and homes.
- Promote classroom lessons on American heritage symbols.
- Provide copies of The Constitution to new citizens or school classrooms.
- Participate in the legislative process by encouraging qualified women to seek elected or appointed office.
- Help someone study for the U.S. Citizenship Test. Visit www.USCitizenship.org.
- Create and support ways to observe the National Day of Remembrance and Moment of Remembrance at 3 p.m. on Memorial Day each year.
- Hold a National Issues Forum.
- Work to promote student volunteer service requirement in schools.
- Work with local shelters for women veterans who are homeless. Provide cleaning products and hygiene essentials for these women.



MILITARY PERSONNEL: 2018-2020 INITIATIVE:

Women serving in our Armed Forces need our continued support while they are deployed and serving stateside. Every GFWC club is asked to include one project devoted to women in the military. OUR GOAL IS PARTICIPATION FROM 1,000 CLUBS!

- Conduct programs and projects to recognize and honor all veterans.
- Volunteer at your local USO office.
- Provide resources to support military families.
- Assist and advocate for severely wounded, ill, or injured soldiers, veterans, and their families.
- Contact Sew Much Comfort to assist them in supplying free adaptive clothing to support our wounded service members. Go to www.sewmuchcomfort.org and under "Volunteer" click "GFWC" in the drop down menu to find suggestions. See GFWC Resources in this Outline for other contact information.
- Participate in the USO's "United Through Reading's Military Program." Deployed parents are videotaped reading a book to their child and the DVD and book are then sent to the child back home. Just \$10 gives a child a bedtime story from a deployed parent.
- Donate to the USO's "Operation Phone Home." The USO distributes phone cards to service members and offers a Private Telephone Network. For \$25, 70 soldiers can call home using this service.
- Promote the hiring of returning veterans.
- Invite returning service members to speak at club meetings and community forums.
- Sponsor baby showers for women assigned to nearby military bases.
- Contact USO (See GFWC Resources in this Outline) to learn about the USO2GO kits through which USO delivers everything from toiletries to art supplies to snacks to troops in remote and restricted areas.
- Contact the USO for more information on how you can participate in support of our troops and their families.
- Donate "Mommy Bags" to a military hospital for new mothers who are veterans. Contents can be lotion, bath gel, nail polish, stationery, candy, etc.
- Contact your local Fisher House, offer to provide food for a special event or sponsor a party for children staying there while visiting a parent.
- Make up "Thank You, Your Bill Has Been Paid" cards and give them to club members who give them to soldiers in restaurants after they have paid the soldier's bill.

Emergency and Disaster Preparedness

- Partner with local health organizations to sponsor First Aid and CPR classes and programs.
- Work with local agencies to provide community training programs on disaster preparedness. Educate communities on the need for preparedness provisions.
- Sponsor a program for members to develop a Disaster Preparedness Toolkit for their homes.
- Build a kit for disaster preparedness.
- Learn about opportunities to get involved and expand resources for first responders.
- Provide in-kind and financial assistance to disaster victims. Consider supporting the GFWC Disaster Relief-Library Replenishment Fund.



HONORING WOMEN VETERANS

Wilmington Woman's Club (NC) held a tea to honor women veterans from their community and surrounding area. This was the first ever event in Wilmington to recognize women veterans as a group. The keynote speaker was a female West Point graduate and member of the NC House of Representatives. The 39 attendees commented they had never felt so important and appreciated as veterans. The club has been able to make this an annual event.

- Urge members and town residents to help first responders identify health issues, allergies, or medical problems so accident victims can be treated by keeping medical and emergency information in an envelope with a big red "X" on it in their glove compartments.

Safety and Crime Prevention

- Work with local fire departments to provide fire safety awareness. Establish an awareness campaign to remind community members to change batteries in smoke detectors when clocks change back between standard and daylight savings time.
- Sponsor community programs on home fire drills, safe storage of combustibles, and special safety concerns for children and older adults.
- Get involved with local National Night Out™ events. Register, at no charge, and receive the NNO resource kit.
- Develop safety programs that identify children riding in car seats. Whether information is on the car seat or placed in the glovebox, in the event of an accident, responders and rescue personnel have access to medical and emergency information on those passengers who are too young to share the necessary information.
- Work with local law enforcement officials, neighborhood coalitions, and civic groups on crime prevention programs.
- Promote vehicle safety. Work with local officials and schools to encourage driver training and safe driving seminars for young and mature drivers.
- Sponsor community programs on special safety and crime prevention concerns for young children and older adults.
- Distribute stickers to local florists to be affixed to corsage boxes for the Spring Prom. The sticker stated, "Think of your future. Think of your date. Now think before making a fatal mistake. Don't drink and drive."

GFWC RESOURCES

Sew Much Comfort

Contact: Michele Cuppy, President and CFO

13805 Frontier Lane
Burnsville, MN 55337

E: mmc.cuppy@comcast.net

P: 952-431-6233

W: www.SewMuchComfort.org

F: <https://facebook/sewmuchcomfort>

United Service Organizations (USO)

Contact: Susan Cleveland,
Regional Development Manager
2111 Wilson Blvd., Suite 1200
Arlington, VA 22201

E: scleveland@uso.org

P: 571-212-6872

W: www.USO.org

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Public Issues Community Service Program projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category



- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Public Issues Community Service Program projects. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current Resolutions for the Public Issues Community Service Program are listed here by Number and Title. Refer to the complete text of each in the [2017-2018 Resolutions document](#).

015-010	Abolishment of Pornography
015-020	Domestic Violence Awareness and Prevention
015-040	Advocacy Rights of Charitable Organizations
015-050	Aging the Case
015-060	Vehicle Safety Systems
015-070	Balanced Budget
015-080	Bicycle Safety
015-090	Child Safety Seats
015-110	Civilian Military Reserve
015-120	Continued Concern for Missing In Action
015-130	Crime Prevention
015-140	Disaster Service Planning
015-160	Driver Education
015-170	Driving Under the Influence
015-180	Early Release of Violent and Habitual Prisoners
015-190	Election Procedures
015-200	Eminent Domain
015-210	Equal Rights and Responsibilities for Women
015-220	Fire Prevention and Protection from Fire Injury
015-230	Fundamental Freedoms
015-240	Gun Control
015-250	Historic Preservation
015-260	Humane Treatment of Animals
015-270	Identity Theft
015-290	Improved Adoption Laws
015-300	Distracted Drivers
015-310	Juvenile Justice and Delinquency
015-330	Labor Exploitation
015-350	Legal Reform in Sexual Abuse Cases Involving Children
015-370	Maintenance of Strong United States Armed Forces
015-380	Mandatory Drug and Alcohol Testing
015-410	Nomination of Ella T. Grasso to be Honored on a United States Postage Stamp
015-420	Occupation-Volunteer
015-430	Personal Safety
015-440	Political Campaign Finance Reform
015-450	Pound Seizure
015-460	Prison Rehabilitation
015-470	Prosecution of Hate Crimes
015-480	Respect for the Flag of the United States
015-490	Responsibility of the Media and Individuals Pertaining to National Security
015-500	Rights and Responsibilities of the Individual



015-510	Rosie the Riveter Memorial Project
015-520	Safety for Air Travel
015-540	School Violence and Disruptions
015-550	Sexual Assault
015-560	Sexual Exploitation of Children
015-570	Sex Offenders
015-580	Social Security
015-590	Statehood for Puerto Rico
015-600	Strikes in Essential Public Services
015-610	Transportation
015-620	Uniform Probate Code
015-630	Unionization of Members of the Military Services
015-640	United States Postal Service
015-650	Victim/Witness Assistance
015-660	Valuing Volunteers
015-670	Volunteer Liability Protection
015-680	Volunteer Participation in Federal Programs
015-690	Voter Registration and Voting
015-700	Water Safety
015-710	Women in Public Policy-Making Positions
015-720	Women in Transition
015-730	Sexual Assault of Women Serving in and with the Armed Forces
015-740	Elder Abuse
015-750	Harassment, Intimidation, Hazing and Bullying
015-760	Safe Highways and Infrastructure
015-770	TSA Loose Change Act
015-790	Direct Dial 911
015-800	Shop Locally
015-810	Firearm Safety and Responsibility
015-820	Human Trafficking
015-830	Opioids
015-840	Traumatic Brain Injury Prevention
015-850	Safe Children
015-860	School Bus Safety



COMMUNICATIONS AND PUBLIC RELATIONS

ADVANCEMENT GUIDE

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

EVERYTHING YOU DO HAS A PUBLIC RELATIONS COMPONENT.

Communications and Public Relations is a wonderful tool for clubwomen. In this guide you will find ideas, resources, tools, and tips necessary for achieving successful public relations and professional communications to promote GFWC clubs, districts, states, regions, and the national organization. Public relations covers more than just publicity. The term public relation describes the interrelationships between GFWC, its members, the general public, and other entities, including the government.

Our main goal in communications and public relations will be to get the word out to the public about who we are. We must publicize our clubs' projects in order to let communities know we exist. We must stress the important things our clubs are a part of and the need that exists for our organization to make the community a better place to live. While recognition or a thank you is not something that clubwomen expect, we are looking for partners to help make our communities a better place. Without communication and public relations, how will the women in your community know that we exist?

We are living in a wonderful age where social media is a constant reminder about what is happening in your community. What better way to share your programs and projects than by using Facebook, Twitter, YouTube, Flickr, Instagram, and Pinterest. Clubwomen are encouraged to advance GFWC's priorities, projects, public policy initiatives, and community improvement endeavors.

2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. [OUR GOAL IS 1,000 CLUBS PARTICIPATING.](#)

IDEAS

Make these suggestions part of your club work. Think outside of the box, put a new slant on an idea and adopt it to your club work. With all projects/programs think diversity — work with other groups or for other groups, or highlight diversity as the theme.

Chamber of Commerce

Join the local Chamber of Commerce and other business



2018-2020 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

Patti Poe, Chairman

(South Central Region)
7187 Rock Springs School Road
Nocona, TX 76255
940-867-3973
ppoetfwc59@gmail.com

Deb Allen

(Southeastern Region)
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(New England Region)
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dmshibley@gmail.com

Vicky Trimmer

(Middle Atlantic Region)
H: 717-766-9870 **C:** 717-877-9219
vtrimmer@dzmmlaw.com

Jeanne Urban

(Mississippi Valley Region)
316-744-2571
rjurban@sbcglobal.net

associations. It is an inexpensive way to share information with the community about club events.

Publicity

Offer community organizations publicity on your club website to help defray the cost of hosting the site.

Community Website

Launch a website for your community's non-profit organizations--attract new members, increase volunteerism, enhance fund raising, and improve communication. Members of the community can go to a single site to learn about activities and projects as well as a way to contact sponsoring organization for more information.

TV Nite

Send an advertising flyer to TV outlets and local businesses. A press release can be sent to print media and online media outlets. Info can be blasted through a Facebook page and PTO newsletters, and tickets could be purchased with PayPal. Fun photos of the event could be posted on Facebook.

Door Hangers

GFWC Crestview Woman's Club (FL) designed door hangers that advertised the upcoming Membership Tea and the Christmas Tea. The door hangers included the GFWC logo in the design. Members walked the neighborhoods close to the clubhouse and hung the door hangers on house doors, which proved to be successful.

Garden Flags

Purchase garden flags with your Club name on it and place them in all members' front yards.

**LEGAL "EASE"**

When a brand is not consistently delivered, it can create a gap between how GFWC and our clubs are perceived, and how we want to be perceived. The wider the gap, the more likely that confusion will occur among our potential members, funders, community leaders, and other interested individuals. Compliance is also important for a variety of legal reasons. If an established GFWC emblem, trademark, or registered motto (such as GFWC Unity in Diversity®) is not used consistently and protected by a brand, it can be deemed abandoned by the courts, opening the trademark for use by other, unrelated organizations.

BRANDING

The GFWC brand is our image to the public—it's the collective GFWC identity that conveys an image of friendship and volunteer service to our target audiences. The GFWC brand consists of several different elements. The GFWC emblem is the foremost example of our brand identity and our image to the public. It is an intangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through volunteer activities within the community. Finally, the GFWC brand is made up of other associated communication tools and identifying features, such as our registered motto (GFWC Unity in Diversity®), tagline (*Living the Volunteer Spirit*), official statements (the boilerplate information, detailed below), key terms (such as Juniorette), document templates, etc. Together, these elements establish the GFWC brand as a significant and differentiated presence in the world.

All GFWC members must fiercely protect and continue to establish our unique brand. It is this image within our community that represents our members as an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC STYLEBOOK

The GFWC Stylebook is the primary reference for maintaining the GFWC brand, communicating our vital messages, reinforcing our standards, and enhancing the image of GFWC and GFWC members. At the same time, there are restrictions and specific guidelines for word and emblem use, publications and advertising design, Web design, merchandising, and more.

GFWC clubs and members have responsibility for, and a role in protecting and enhancing, our brand. It is imperative

that every member responsible for creating communications for her club familiarizes herself with the GFWC Stylebook.



The GFWC Stylebook can be viewed and downloaded at www.gfwc.org/gfwc-resources.

THE IMPORTANCE OF MAKING GFWC PART OF YOUR CLUB NAME

All clubs are strongly encouraged to use GFWC in your club name.

This is a great way to prove our collective impact in our communities. Many towns and cities have two or three clubs in their area, however, without GFWC in your name, the community won't recognize that you are part of a larger entity. By proudly showing your GFWC affiliation, you demonstrate to your community your relationship to a reputable international organization.

GFWC EMBLEM USE POLICIES

GFWC owns four trademarked versions of the GFWC emblem, along with several other trademarked statements and terms. Active GFWC members are granted a non-exclusive, royalty free limited license to use GFWC trademarks, subject to the conditions listed in the GFWC Trademark Use Policies, which can be found online at www.GFWC.org. For most purposes, the full-color version of the GFWC emblem is preferred, showing the shield in red and blue and the outline in gold. For times when full-color printing options are unavailable, you may use a one-color emblem, showing just the emblem outline in blue, white (or knocked out), or black, as shown on page 3. All emblems are available to view and download at www.GFWC.org.



SUBMITTING PHOTOS

Submitting your photos to GFWC for inclusion in *GFWC Clubwoman Magazine*, GFWC.org, or GFWC's social media outlets is easy. Email your digital files to PR@GFWC.org and be sure to include as much information as possible. When it comes to file size, bigger is always better. Web and print utilize different optimal resolutions (72 dpi for web, 300 dpi for print). You can always size down, but you can't size up without affecting image quality. As a rule of thumb, always submit your images at the highest resolution and file size possible.

FILE TYPES

JPG, EPS, GIF, PNG. If you've worked with a printer, website, or just emailed photos or documents to a fellow club member, it's likely you are familiar with at least a few of these file types. But what are they and when should you use each file type? If you've ever been confused, frustrated, or just plain in the dark about those three-lettered abbreviations, the following list will explain when and where the most common file types are used.

JPG or JPEG - JPGs are one of the most common image file types you will come across. JPG format is best for compressing photographic images. So if you see a large, colorful image on the Web, it is most likely a JPG file. Most digital cameras process images as JPGs, so if you are submitting an image of your club's event to a local paper, it will often be a JPG.

EPS - EPS files are vector-based file types. In simplest terms, this means they can be enlarged or reduced without losing image quality, unlike JPGs. For example, sending an EPS file of the GFWC emblem would allow a printer to enlarge the image to fit on a poster, banner, or even a billboard, and the emblem would still appear crisp and clean. Doing the same to a JPG image would produce a blurry and unprofessional finished piece.

GIF - GIFs are mainly used on the Web for small images and icons. They lack the vibrant color range of JPGs which keeps their file size lower but also restricts their use for high-quality photo images.

PNG - PNGs are a bit of a hybrid between JPGs and GIFs, and are commonly used Web files. PNG files also allow for transparent backgrounds. Introduced in 1994, PNGs are newer file types but haven't supplanted JPGs for photo file type of choice due to their larger size. PNGs also can't be converted to CMYK, which makes them unsuitable for print. What's CMYK? Glad you asked...

RGB OR CMYK?

If you have worked with a printer or Web designer, you may be familiar with RGB and CMYK colors. The details behind these color modes can be complex, but in basic terms, images in RGB mode (Red, Green, and Blue) are used for the Web, while images converted to CMYK (Cyan, Magenta, Yellow and Key, or Black) are used for print. For example, your digital camera will produce an image in RGB. If you wish to upload that image to your club website, you're all set, as computer monitors and television sets use RGB to produce the vibrant colors on your screen. However, if you are submitting that image to a print publication, such as a local newspaper or *GFWC Clubwoman Magazine*, the image needs to be converted to CMYK because a printer deals in CMYK inks. Your home or office color printer works the same way with its CMYK toner cartridges. So just remember—RGB for Web, CMYK for print.

**A CLOSER LOOK**

Converting from RGB to CMYK is often left to the printer or designer of your print communications materials. Image editing software such as Photoshop allows for simple conversion from RGB to CMYK.

CHANGES OR ALTERATIONS TO THE GFWC LOGO/EMBLEMS

The GFWC emblems must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

SIZE OR COLOR RESTRICTIONS

When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol: ®. Where the color emblem is used, GFWC requires that members abide by the color restrictions outlined below. All are solid to process Pantone colors:

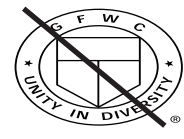
Blue—PMS 2747

Red—PMS 1815

Gold—PMS 1245 (*outline of four-color emblem*)



CORRECT



INCORRECT

RESIZING THE EMBLEM

The emblem is a perfect circle and cannot appear as an ellipse. When resizing the image, many programs allow you to hold down the <Shift> button, and drag the image from the corner in order to maintain its original dimensions.



For more information, refer to the GFWC Trademark Use Policies available at www.GFWC.org.

USING ALL COMMUNICATION TOOLS

There are numerous ways in which you can communicate your club's activities and accomplishments to both internal and external audiences.

NEWSLETTERS

Club newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues.

- Appoint a newsletter chairman for your club and/or State Federation.
- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget. Possibilities range from a plain, one-page, photocopied document to a more elaborate, multi-page, colorful newsletter with photos.

COMMUNICATIONS AND PUBLIC RELATIONS

- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
 - President's Column – Letter from your club, district, state, and/or region president.
 - Member Profiles – A glimpse into the lives of fellow club members and their experiences. Feature a different member in each issue.
 - Calendar of Events – Important dates, such as meetings, programs, events, Federation Day, your club anniversary, holidays, observances, and member birthdays.
 - Club News – Program updates, accomplishments, recent events, awards, accolades, and community recognition.
 - Featured Articles.
 - Include information distributed from all levels of GFWC leadership, and solicit articles from all levels, as well.
 - Cover Community Service Program projects that were completed with or for GFWC Partners and use their logos/emblems whenever possible.
 - Solicit articles from community leaders (i.e., elected officials, chamber of commerce president) or local community program or project partners.
 - GFWC information from *GFWC Clubwoman Magazine*, *News & Notes*, and **www.GFWC.org**.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Publish thank you notes or letters of praise whenever possible.
- Share information found in GFWC publications, using the appropriate copyright information, which can be found in the GFWC Stylebook.
- Include action photos, when possible, as they add interest to your newsletter.
- Provide club contact information.

WEBSITES

Effective outreach to members and communities increasingly relies on the ability to share information via the Internet. Clear-cut, well-organized, and frequently-updated websites convey credibility, enthusiasm, and effectiveness. A good website can be a key component in your club's public relations outreach, membership recruiting and retention, program development and reporting, and operational planning.

- Appoint a website chairman for your club and/or State Federation.
- Create a club email account (i.e., *GFWCClub@yahoo.com*, *GFWCStudyClub@gmail.com*) and assign someone to check it regularly.
- Identify a technology solution that works for your level of knowledge—possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC. (i.e., *www.GFWCFlorida.org*, *www.GFWCWarrenJWC.org*).
- Link to **www.GFWC.org** to show that your club/State Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
 - A calendar of meetings, project-related activities, and other club/State Federation events.
 - Club/State Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.

- Develop a plan for updating the website, sharing responsibilities for writing new content among the group.

SOCIAL MEDIA

Traditional media is like a one-way street—you can always read a newspaper or listen to a television report, but you have limited opportunities to share your thoughts on a subject. Social media is a two-way street—you have the ability to engage in an interactive dialogue. It is a social instrument of communication that gives people the power to share, making the world more open and connected. Your voice is heard.

Social media includes the various online technology tools that enable people to easily communicate and share information and resources. It can include text, audio, video, images, podcasts, and other multimedia communication.

GFWC is keeping pace with new technologies to help us stay connected to members and to help members connect with one another. While there are many social media sites—Twitter, Flickr, YouTube, and others—Facebook is the social media site that currently resonates best with GFWC members.

FACEBOOK

Facebook is the perfect multigenerational platform for your club members to interact with one another and with the community. The first step is to create a club Facebook page. Use your club's name as the title and appoint someone in your club to manage it. Post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up-to-date. All members of your club who are on Facebook should like your club's page so they can share information you post with their friends. Your club's page should also like pages of groups you work with—national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages. Don't forget to like GFWC's Facebook page as well! View it at www.Facebook.com/GFWCMembers.

Other Social Media Options

TWITTER—Allows you to post short, simple updates or links via tweets. Your Twitter followers can retweet or “favorite” your tweets to easily share your updates.

YOUTUBE—If your club has a talent or interest in video, a YouTube channel is a great place to post PSAs, video blogs about club activities, interviews on local cable channels, or just quick smartphone clips of your club's activities.

FLICKR—Use this account to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

INSTAGRAM — this popular account also allows you to share photos from your volunteer activities, social events, and fundraisers with current and prospective members.

PINTEREST— Pinterest is a visual discovery tool that allows users to collect ideas for different projects and interests. Users create and share collections (called “boards”) of visual bookmarks (called “Pins”) that they use to do things like plan trips and projects, organize events, or save articles and recipes.

While it's easy to get distracted by the many options available to you, it's important to keep your audience in mind. Chances are, you'll have more success focusing on one or two social media accounts than having a presence on every social media site.



COMMUNITY AWARENESS

Since its founding in 1890, GFWC members have been leaders in community volunteering and advocacy. While many clubs are well-known within their individual communities, the collective impact of over 80,000 women improving their respective communities through volunteer service is not as powerful as it could be. Making GFWC a part of your club name and using the GFWC emblem in all communication materials are great first steps that will result in a heightened awareness of GFWC, but your publicity efforts cannot stop there. Increased publicity for and awareness of GFWC will lead to greater partnership and collaboration opportunities for clubs everywhere.

CELEBRATE FEDERATION DAY

Celebrate Federation Day on April 24 and Volunteers in Action Week (the week that includes April 24) with a publicity activity. Each year, GFWC clubs celebrate this important day in their local communities, states, and across the nation. Projects and activities focus on publicizing GFWC clubs and the work that members do in their communities; recruiting new members by raising awareness about the benefits of belonging to GFWC; supporting volunteer activities with collaborating organizations; and fulfilling GFWC's mission to enhance the lives of others through volunteer service.

SPECIAL EVENTS

Hosting a special event is a great way to draw attention to your club and GFWC and brings people together to learn about us. Holiday receptions, candidates' forums, art shows, book signings, lectures, and discussions are just a few examples of events in which clubs can participate. Consider partnering with local organizations to expand your outreach efforts. Be sure your club receives recognition for its efforts in event signage and recognition materials.

SPONSORSHIPS

If you don't have the resources to host or plan a special event, sponsor a relevant event that someone else is organizing. Make sure your sponsorship is acknowledged on advertising, programs, posters, or other promotional materials.

- Sponsor a local sports team (i.e., Little League, soccer, basketball). Team sponsorships are usually inexpensive, help young people, and generate positive awareness within the community.
- Adopt a Highway. Contact the Department of Transportation to arrange adoption of a section of local highway. The department will provide a sign with your GFWC club name and instructions on how to plan your clean-up events.

OTHER CONSIDERATIONS

- Strengthen GFWC's presence and role within your community by representing the Federation on the boards of other local organizations and associations (i.e., chambers of commerce, beautification committee, and library board). Check with community officials to determine available opportunities in your area.
- Participate in community events, such as parades, holiday lighting celebrations, high school athletic events, and other community-wide celebrations.

MEDIA RELATIONS

The primary goal of media relations is to garner positive publicity for an organization's mission, policies, and practices. Media relations refers to the connection between an organization and journalists, while public relations extends beyond the media to the general public. Keep in mind that what is important to your club may or may not be important or of interest to the media. News value and relevance drive coverage, meaning that the media decide what is newsworthy and will evaluate your story idea accordingly. Always remember to follow up with a thank you to the reporter and copy the managing editor if your club's story idea was used.

PRESS RELEASES

A press release provides a reporter with the basics s/he needs to prepare a story. The information should be written in a concise and straightforward manner; cover club projects, programs, and accomplishments; and highlight the news value of GFWC's work in the community.

- **Develop a news angle or hook** to pique the media's attention and increase the chances for media coverage. Consider the following:

- Is this relevant beyond GFWC?
- What is the impact (i.e., dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people’s lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human interest angle?

- **Proofread.** Always proofread your work before sending the release. Whenever possible, have someone else review the document for spelling, grammar, and fact-checking.
- **Distribute your press release to local media.** Most media outlets prefer to receive releases via email, but it’s best to check with the journalist to determine his/her delivery preference.
- **Follow up with your media contacts** to ensure they received the press release and determine if they have any questions.

GFWC BOILERPLATE

A boilerplate is a standard message that is used repeatedly, detailing an organization’s purpose, mission, and history. All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

The General Federation of Women’s Clubs is a unifying force, bringing together local women’s clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, including how to join or start a GFWC club in your area, go to **www.GFWC.org** or call us at 1-800-443-GFWC (4392).

TIPS FOR DEVELOPING RELATIONSHIPS WITH MEDIA CONTACTS

- **RECOGNIZE** the individual within your organization who is best suited to develop this relationship. Your State Federation bylaws may help in identifying this individual.
- **IDENTIFY** the media outlets (newspapers, magazines, television stations, radio stations, cable access channels, blogs, and community newsletters) you want to work with.
- **CONDUCT** some research to determine the best person(s) to contact. Identify the area of interest and expertise for each journalist.
- **DEVELOP** and frequently update a contact list that includes names, email addresses, mailing addresses, and phone numbers for each reporter and media outlet.



SAMPLE PRESS RELEASE



**GENERAL FEDERATION
of WOMEN'S CLUBS**
www.GFWC.org

FOR IMMEDIATE RELEASE

Contact: [Club president or appropriate chairman]
P: [Contact phone number]
E: [Contact email address]

HEADLINE USING ALL UPPERCASE LETTERS
Subtitle in Italics

Month, Day, Year (Club's City, State Abbreviation*) – The opening paragraph should contain a news angle or hook to pique the media’s attention and increase the chance for media coverage. This paragraph should also contain *who, what, when, where, why, and how.*

The remainder of the body text should include any relevant information, including benefits, statistics, area of impact, etc. Add quotes from your club president, community leaders, Program Partners, or elected officials. The quote should be based on the press release topic, and you should obtain the individual’s permission to use the quote.

Add Boilerplate:
About the General Federation of Women’s Clubs
 The General Federation of Women’s Clubs is a unifying force, bringing together local women’s clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding.

At the end of the release, insert three number symbols to show that the press release is complete:
 # # #

*States listed in the dateline should be written in AP style. For example, use Wash. for Washington State. For a list of AP state abbreviations, view the GFWC Stylebook at www.GFWC.org.

[Club Name]
 [Street Address] | [City, Postal Code State Abbreviation, Zip]
www.ClubWebsite.org/com | P: XXX-XXX-XXXX

- **DETERMINE** the best way to reach each reporter. Some journalists prefer phone calls, while others prefer email.
- **INTERACT** with your contact—while professional queries have their place, you can often make more progress by inviting a reporter or local blogger out to lunch and pitching an idea that way.
- **INVITE** a journalist to speak at a club meeting about the best ways to gain publicity. This is a great way to educate her or him about your club activities, mission, and accomplishments.
- **REQUEST** media members to attend your State convention to serve as emcees for an awards banquet or as a panel of reporters for a *Meet the Media* workshop.
- **RECOGNIZE** outstanding achievement by local journalists.
- **SHARE** information with your local reporters on the bi-annual *GFWC Jane Cunningham Croly Award for Excellence in Journalism Covering Issues of Concern to Women*. Information is available at www.GFWC.org.

TIPS FOR SUBMISSION

- News stories should emphasize your club's activities and accomplishments, focusing on why they are interesting. Human interest, humor, and innovative ideas make the best story topics.
 - Has your club implemented a modern solution to an old problem?
 - Have you developed a new approach or twist to an established project or program?
 - Is your club engaged in any legislative efforts, or working on any projects that directly relate to GFWC Resolutions?
- Numbers and statistics are nice, but a good narrative is better.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).

DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

A good photograph tells a great story. Photographs attract people to read the article.

- **TAKE MORE SHOTS** than you will use so you have a variety from which to choose. If you're using a digital camera, you don't have to worry about wasting film. Try both horizontal and vertical (landscape and portrait) shots.
- **PLAN YOUR PHOTO** so something is happening. People standing or posing together do not make interesting photos.
- **LIMIT PHOTOGRAPHS** to no more than five people. Do not cram a lot of people into the frame.
- **STRIVE FOR SIMPLICITY.** Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- **CREATE EMPHASIS.** If you're photographing a person, bring the subject forward from the background so the



THE RULE OF THIRDS

In your mind's eye, divide the area you are working with into thirds—both horizontally and vertically. As shown in the image below, your subject matter should be where two of the lines intersect. Remember you can scale or crop your image to remove anything that is not essential to convey your message.



emphasis is on him or her. Subjects should not be leaning up against a wall. Try positioning the subject so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.

- **THINK COLOR.** Does it add or detract? It's more visually interesting if someone has a solid color blouse or jacket. Black, white, or neutral clothing usually does not come out well.
- **EXPERIMENT** with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- **LIGHTING.** Use natural light from a window to highlight your subject. Never photograph someone standing directly in front of a bright window. Instead, have the light illuminate them. Make sure there is enough light—if there is not, your photo quality will suffer. Direct flash is not always a good solution. Ambient and natural lighting are your best bets.
- **FILE SETTINGS** on your digital camera should be set to take photos with the **best resolution** when taking photos for *GFWC Clubwoman Magazine*. If it's for Web or computer presentations, lower quality settings are fine.
- **SMARTPHONE PHOTOGRAPHY** as smartphones become the popular choice for taking pictures, the tips above still hold true. Other tips for Smartphone Photography are:
 - Hold your smartphone sideways to take all pictures.
 - Keep your smartphone still to get a clear shot.
 - Clean the camera lens – your smartphone can get dirty “living” in pockets, purse, and bags.
 - Avoid using the digital zoom as it decreases the quality.
 - Observe camera etiquette.

OTHER METHODS FOR MEDIA COMMUNICATION

Press releases are not the only way to communicate with the media. Other mediums include media advisories, photo releases, opinion letters, and public service announcements.

CALENDAR LISTINGS

All newspapers and many television, cable, and radio stations announce community events. The publication deadline is usually far in advance of the event date. Check the calendar listing policies and guidelines for your local media outlets.

PHOTO RELEASES

Photo releases are sent after an event takes place and the media was not in attendance. Many local newspapers are reducing staff and are not able to cover events in person. When sending a photo, include contact information as well as the names of everyone in the photo. Be sure names and titles are accurate and spelled correctly.

LETTERS TO THE EDITOR AND OPINION LETTERS

Letters to the editor are usually written in response to an ongoing community problem, when seeking support for a project or program, or when encouraging legislative action on a particular issue. Be as informed as possible when writing this type of correspondence. Include your contact information when submitting the letter, as many news agencies verify information prior to publication.

PUBLIC SERVICE ANNOUNCEMENTS

The Federal Communications Commission defines a public service announcement as “any announcement for which no charge is made and which promotes programs, activities, or services of federal, state, or local governments, the programs, activities, or services of nonprofit organizations, and other announcements regarded as serving community interests, excluding time signals, routine weather announcements, and promotional announcements.”

GFWC developed a video PSA, *I'm a GFWC Clubwoman*, in March 2010. Available in the GFWC Marketplace at www.GFWC.org/Marketplace, clubs and State Federations are encouraged to send the PSA to local television

stations, including community access and cable stations. You can also prepare a public service spot for local radio stations. Clubs and State Federations may use the following GFWC public service announcement or alter the contents to meet the needs of your club or State Federation:

Looking to make a difference? Look no further than your own backyard. The General Federation of Women's Clubs is there. Lend your time and experience through GFWC. For over 125 years we've united women's clubs with people dedicated to strengthening communities in the U.S. and abroad. GFWC members work locally to create global change. For a GFWC club near you, contact us at 1-800-443-GFWC or www.GFWC.org.

CONTESTS

The Communication and Public Relations Committee oversees two contests: **Newsletter** and **Website**. Certificates are awarded to the top three club entries, while State Federations compete for top billing within each membership category. Please refer to the awards, contest, and grants section of the *Club Manual* for further information.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Communication and Public Relations program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Communication and Public Relations program. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



FUNDRAISING AND DEVELOPMENT

ADVANCEMENT GUIDE

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

FUNDRAISING AND DEVELOPMENT BEGINS WITH PEOPLE.

“When it comes to fundraising for a social enterprise, if you are pursuing your true passion, you’ll learn to become great at your craft because you’ll care so much about perfecting the skills necessary to make that dream a reality.”

— Adam Braun

GFWC members are passionate about volunteer service! Successful fundraising and development programs are necessary and important for the continued success of our organization as we strive to make a positive difference in our communities and our world. When we view fundraising and development as a tool that allows us to continue to improve lives, we are inspired to use that tool as efficiently and productively as possible.

STEPS TO SUCCESSFUL FUNDRAISING AND DEVELOPMENT

1. RESEARCH AND FOLLOW THE APPLICABLE LAWS

Charitable fundraising is regulated in most states. Nonprofit organizations are usually required to register with the state PRIOR to fundraising or soliciting donations and to renew or update that registration periodically. The government official responsible for processing charitable solicitation registrations varies (e.g., Attorney General, Secretary of State, or others). Some states do not allow certain types of fundraisers or contests. Some states have reporting requirements after the fundraisers. It is important to know and follow the law that applies to your fundraising and development efforts. Consider organizing a program or workshop and inviting speakers to explain the relevant regulations.

2. APPOINT A CAPABLE FUNDRAISING AND DEVELOPMENT CHAIRMAN

Appoint an energetic and enthusiastic Fundraising and Development Chairman to plan and organize your fundraising and development. The Fundraising and Development Chairman should be organized, experienced at setting and meeting goals and objectives, and skilled at delegating tasks and monitoring progress on projects. She will be responsible for matching the many tasks



2018-2020 FUNDRAISING AND DEVELOPMENT COMMITTEE

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to be accomplished with the skills, interests, and comfort level of each member. A team effort is required for successful fundraising and development, and the Chairman is the leader of that team.

3. SET GOALS AND OBJECTIVES

Evaluate your club or federation's financial needs, including monies needed for your operational budget, specific donations or purchases, ongoing or annual projects, and specific causes that your membership desires to support.

It is crucial to clearly define how much money your group wants to raise and for what purposes. This may mean that you pursue one major project or several smaller ones during a year or administration. Consider how you will successfully continue any fundraising and development that is ongoing from year to year or administration to administration.

Define what success will look like for your club and for those being benefitted. Decide when and how often success will be measured, depending on whether your fundraisers are single events or ongoing projects. Keep in mind that a great fundraising and development program can have multiple great outcomes for your club and its mission, including increased public awareness, good will, and membership. Fundraisers are excellent publicity, networking, and membership opportunities. Set goals for maximum impact.

4. PLAN ALL ASPECTS OF YOUR FUNDRAISING AND DEVELOPMENT PROGRAM

"It takes as much energy to wish as it does to plan."

— Eleanor Roosevelt

Once your research is done, your leader is in place, and your goals and objectives are set, it is time for your members to brainstorm and plan every detail of how you will conduct the fundraising and development needed to sustain your club or federation and those causes that are a priority for your members. Comprehensive planning will ensure that the hard work your members put into fundraising and development will result in the funds needed to accomplish the good in this world that fuels the passion for volunteer service. As you plan, look for ways to branch out with the products you offer, the partners in the community you select, the marketing strategies you employ, and the causes you support. During the planning stage, you should consider and answer the following questions:

- What type of fundraiser will you conduct?

Will you host an event, sell a product, or solicit money? The best fundraisers often involve some combination of these strategies. If you are planning an event, consider how you might enhance revenue by offering items for sale at the event or by offering those who cannot attend the opportunity to donate.

- What Chairmen and/or Committees will need to be appointed for your fundraiser?

List all the jobs that individuals or committees will need to do in order to make your fundraiser happen and ask those best-suited for each role to volunteer. Examples of Chairmen/Committees to consider include: equipment and supplies/vendors; venue selection and arrangements; ticketing/invitations; sponsorship coordination; marketing/publicity; set-up/decorations; clean-up; and thank-you/follow-up.

- What is the budget?

Take into account all estimated costs (including contingencies) and your fundraising goal. Make a determination as to how much income you will need from ticket and/or merchandise sales, sponsorships, and donations to pay all estimated expenses and reach your goal.

- What kind of cooperation will you need to pursue with local leaders, businesses, or civic groups?

Every fundraising event is an opportunity to build relationships and interact in a positive way with others in the community. For example, if you are planning an event to benefit your city's public library or park, plan how you will work with city leaders to maximize your outcome.

Some events may be more successful if you partner with other charitable organizations. For example, a rummage or consignment sale might draw a larger crowd and more interest if you partnered with other groups. Consider whether your event might be enhanced by partnering with others.

Cultivating sponsorships can help increase support from local businesses and individuals. Contributions at certain levels could be recognized in the marketing of the fundraiser. Contributions may be either monetary or in-kind. Do not overlook the potential to receive in-kind support from sponsors. Businesses may be willing to donate food, flowers, music, rental space, and any number of goods or services in exchange for recognition as an event sponsor.

- What is the timeline?

Schedule any meetings, work sessions, or other necessary activities, and make sure your members are aware of the schedule. Set dates for needed items to be ordered and for your members to sell tickets, merchandise, or other items.

If you are planning an event, check the community calendar to see what other events are planned for that same date. While you do not want your fundraiser to conflict with another popular event in the community (such as a local sporting event), you might want to plan your fundraiser at a time and location that will benefit from the increased foot traffic of that sporting event or other popular activity.

- What is the communications plan for marketing and publicity?

Publicity is a key component of your fundraising success. Increased community awareness will enhance profitability. Prepare a comprehensive communications plan that takes into account the most efficient means of reaching the target audience (e.g., personal contact, traditional advertising, and social media).

Be certain your members are well versed in all event details so each one can promote your club and its projects in a positive, friendly light. Always include the GFWC emblem and preface your club name with GFWC in all communication tools to reinforce your identity and credibility as GFWC volunteers!

Refer to the *Communications and Public Relations Advancement Guide* for information on creating and implementing a publicity plan.

- EVALUATE YOUR EFFORTS AND SHOW APPRECIATION TO THE COMMUNITY

**"Fundraising is the gentle art of teaching the joy of giving."
— Hank Rosso**

After any fundraiser, take time to evaluate what worked and what did not. The Chairman should prepare a written report on the success of the fundraiser. She may wish to distribute a survey to the membership and compile those results to be included in the report. In evaluating a fundraiser, take the following into account: Were the goals realistic and achievable? Was the budget adequate? Was the cooperation with other organizations beneficial and constructive? Were the publicity/marketing strategies effective? Was the fundraiser well-received by the community? Were members assigned to tasks that matched their skills and interests? Is this same fundraiser recommended for the future? If so, what adjustments need to be made for greater success? If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?

Remember to maintain the friendly and positive tone of your fundraising efforts until the last expression of gratitude is conveyed and beyond. All donations should be acknowledged in a gracious and timely manner and

all funds used efficiently for the cause for which they were solicited. Be sure to communicate the successful results of your fundraising project with all those who supported your efforts and with the general public. Build on your success to realize an even more successful project in the future.

CELEBRATE!

You and your fellow club members have worked hard to raise funds that will allow you to continue making a difference in the lives of others. You appointed an energetic and enthusiastic chairman and committee. You analyzed your club's needs and strengths, organized volunteers, selected a fundraiser, brainstormed, and put your plan together. You motivated your members, gave them tasks to accomplish, and a timeline in which to do so. You worked your plan, overcame any challenges, and conducted a most successful fundraiser. What's next? After evaluating your effectiveness, thanking the members of the community for supporting your efforts, and writing a comprehensive report, it is time to celebrate your success.

There are endless ways to show your appreciation to members:

- a small bottle of hand soap or sanitizer with a note that reads, "Thanks for getting your hands dirty!"
- a cute tin of candy with a note that says: "Thank you for being so sweet!"
- an article, picture, or some other recognition on social media
- a handwritten thank-you note
- a small award or certificate

You may choose to celebrate with a small get-together, such as a pizza party or social gathering. Take some time to enjoy your success. Recognize those who made it happen. Be proud of what you have accomplished together! Be inspired to build on this success and to do more to improve your community and the lives of others.



TYPES OF FUNDRAISERS

While there are many types of fundraisers, most fall within the following three categories:

EVENTS usually include food and beverages, a program, and/or entertainment, such as:

- Galas or banquets
- Music concerts
- Style or fashion shows
- Rummage or consignment sales
- Competitive or sporting events — golf, 5K runs and walks, bridge or Bunco tournaments, and bingo games
- Art parties where artists teach guests to create their own designs
- Soup/Dessert cook-offs

SALES

- Merchandise and/or food acquired and sold by club members — items may be made by members, purchased by the club, or donated
- Merchandise sold in partnership with a fundraising product company such as GFWC endorsed fundraisers

DIRECT SOLICITING

- Capital campaigns such as gathering funds to purchase or renovate a clubhouse.
- Business partnerships such as working with local restaurants or car washes on a special day where a portion of the proceeds benefit your project

GFWC ENDORSED FUNDRAISERS

GFWC partners with a variety of fundraising companies who can assist clubs in your fundraising efforts. These companies offer products and merchandise, such as greeting cards, chocolate and nuts, jewelry, and other items that you can sell in your community to help bring in funds that assist your club in meeting its financial goals.

Terri Lynn

1450 Bowes Road

Elgin, IL 60123

P: 800-323-0775

E: customerservicef@terri Lynn.com

W: www.terri Lynnfundraising.com

Raise money all year long selling Terri Lynn's healthy and delicious gourmet nuts and confections. Let over 75 years of family traditions earn profits for you and your club. We offer traditional fundraising through table and brochure sales, or enjoy the benefits of your very own web store through our NEW Terri Lynn Cares program at www.terri Lynncares.com. It's fast to set up, available year round, and will generate easy profits for your GFWC Club. Terri Lynn cares by giving back to GFWC on every sale.

2018-2020 GFWC CLUB MANUAL

FUNDRAISING AND DEVELOPMENT

Flower Power

P.O. Box 900

Calais, ME 04619

P: 888-833-1486

E: marketing@FlowerPowerFundraising.com

W: www.FlowerPowerFundraising.com

Providing a green and healthy fundraising alternative to traditional programs, Flower Power Fundraising helps beautify communities while at the same time offering tremendous value for non-profit groups across America. Every product guaranteed, 50% Profit, shipping direct to your customers' homes plus a customized online program are just a few of the many benefits you will enjoy when working with Flower Power Fundraising.

GFWC updates its list of endorsed fundraisers on a regular basis, and you can see more information about these companies at www.GFWC.org/membership. Look for additional information in News & Notes and *GFWC Clubwoman Magazine*.

GFWC FUND DEVELOPMENT

"Giving is not just about making a donation, it's about making a difference."

— Kathy Calvin

The success of our Federation and its initiatives depends upon the generosity of our members as well as those who are committed to the idea of improving communities through volunteer service. GFWC is a 501(c)(3) organization that relies on member and private donations, corporate support, and foundation grants to help support our community service programs and special programs, as well as provide membership services and benefits, including professional development, leadership training, club membership grants, and awards.

ALL donations to GFWC in any amount are appreciated and recognized — and they all make a difference. You can help secure GFWC's financial future by encouraging tax-deductible contributions to the following GFWC funds:

THE CAMPAIGN FOR THE FUTURE

The Campaign for the Future has been established to secure and sustain the property and programming of the Federation and is intended to stimulate philanthropic activity and financial planning that will encourage members and their families to leave a legacy that supports the great works, time honored traditions, and future efforts of our clubs and clubwomen around the globe.

ENDOWMENT FUND

The GFWC Endowment Fund was started in 1910 to help ensure a firm financial foundation and assist in providing for the future needs of GFWC. Contributions to this fund are permanently restricted, although income earned on this fund is unrestricted and has been used to support programs, advocacy and outreach efforts, and overall membership development opportunities.

FRIENDS OF THE WHRC

Donations assist the Women's History and Resource Center (WHRC) in its efforts to engage in outreach activities for students, teachers, and others interested in learning more about the history of GFWC and women volunteers; preserve and catalog the WHRC's multimedia collections; build the research library collection; and offer internships and research fellowships.

GFWC LIBRARY REPLENISHMENT FUND

In 2011, GFWC established the **GFWC Library Replenishment Fund**, tying together members' generous financial gifts and passion for literacy with our mission of community improvement through volunteer service. This fund assists in restocking the collections of public and public school libraries that have been affected by natural and man-made disasters. It is an ongoing collection connected to historical advancements in founding, maintaining, and promoting libraries spearheaded by GFWC members. Through this fund, grants will be provided to GFWC clubs to help them replenish libraries affected by disasters in their communities. Individual members, clubs, State Federations, and other interested organizations are encouraged to make donations to the fund, which will be used to provide these grants and donations-in-kind.

JANE CUNNINGHAM CROLY GRAVESITE REFURBISHMENT FUND

Contributions support the refurbishment and maintenance efforts at GFWC founder Jane Cunningham Croly's gravesite in the Evergreen Cemetery in Lakewood, NJ, and provide a well-maintained, manicured gravesite that honors 'Jennie June' in a manner consistent with her contributions to volunteerism.

1734 SOCIETY

Named for our esteemed address — 1734 N Street, NW, Washington, D.C. — the purpose of the GFWC 1734 Society is to ensure the preservation of GFWC Headquarters, a National Historic Landmark. Built in 1875, and established as GFWC Headquarters in 1922, the building not only has a rich history but also provides a home to the International President during her term of office, serves as professional office space, and houses the GFWC Women's History and Resource Center. Donations to the 1734 Society can be made at three membership levels — Mildred Carlson Ahlgren Level (\$17.34-\$173.39), Mary King Sherman Level (\$173.40-\$1,733.99), and Alice Ames Winter Level (\$1,734+).

GFWC SUCCESS FOR SURVIVORS SCHOLARSHIP

As part of the GFWC Signature Program: Domestic Violence Awareness and Prevention, the GFWC Success For Survivors Scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who are pursuing higher education. Make a difference in the lives of domestic violence survivors around the country by supporting the GFWC Success for Survivors Scholarship. You may download the donation form from <http://www.gfwc.org/support-gfwc/gfwc-signature-project-fund>.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising and Development program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Fundraising and Development program. Clubs do not submit entries directly to GFWC.

GFWC endorsed fundraisers may recognize GFWC clubs for their fundraising efforts.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



LEADERSHIP

ADVANCEMENT GUIDE

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

PLANNING FOR LEADERSHIP SUCCESS!

The GFWC Leadership Advancement Guide contains valuable information, including practical ideas and resources to assist clubs in developing leadership skills in their members. Bottom-up or top-down, leadership involves taking risks, being innovative, and promoting new directions. While some may talk about being born leaders, most of us can learn how to be a strong leader. Club, district, state, and national volunteers can become leaders by developing a clear and compelling vision for what one wants to become; establishing attainable goals; providing – and being provided – with encouragement and appreciation; behaving with an entrepreneurial spirit; and pursuing training and education. We compiled this Leadership Advancement Guide as a tool to assist you with the most frequently requested resources and information.

GFWC LEADS

The [GFWC Leadership, Education, And Development Seminar](#) identifies GFWC members at the local level who have the potential and desire to assume leadership positions in their State Federations and/or GFWC on the national level. Participation in GFWC LEADS can help up-and-coming leaders gain the capabilities, confidence, and commitment necessary to pursue and achieve higher offices and serve with distinction.

GFWC LEADS is held annually each June on the day before the official opening of the GFWC Annual Convention. The program may include the following:

- Program: conflict resolution, mediation, public speaking, time management, parliamentary procedure
- Explanation of GFWC resources, materials, and assistance
- Discussions on GFWC policies and parliamentary procedure
- Tips and techniques for pursuing leadership opportunities

One attendee from each State Federation is eligible to participate in the annual GFWC LEADS program. GFWC demonstrates its commitment to training leaders by funding a portion of the candidates' expenses. In addition, State Federations may also offer to fund a portion of expenses. LEADS candidates are asked to be responsible for a portion of expenses as an affirmation of their personal commitment to their leadership development and training. Contact your state leadership chairman for an application and deadline.

STATE AND DISTRICT LEADS PROGRAMS

States and districts are encouraged to hold a LEADS program to identify and develop strong potential leaders prepared to assume club, district, and state leadership positions. By implementing a well-designed LEADS event, the leadership gap of some experience will be addressed, and the talent and



2018-2020 LEADERSHIP COMMITTEE

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2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

enthusiasm of a trained, confident group of volunteers will be more effectively used. The individual member, as well as our organization and communities, will benefit. The leadership can determine when the State or District LEADS program is best conducted. Several formats will be provided to your State President and Leadership Chairman for consideration in planning the event. Please contact this chairman for formats.

Members of the 2018-2020 GFWC Leadership Committee are experienced and have diverse and comprehensive backgrounds. We are dedicated to GFWC and look forward to developing strong leaders through our partnership. The vision we cast as leaders while engaging our members will ensure even greater impact by our GFWC clubs. Each GFWC Region has a representative on the Leadership Committee. Please reach out to these talented leaders for their assistance and guidance.

LEADERSHIP PROJECTS

Make these suggestions part of your club work. Think outside of the box, put a new slant on an idea and adopt it to your club work. With all projects/programs, think diversity- work with other groups or for other groups, or highlight diversity as the theme.

JUNIORETTE RETREAT

GFWC-MFWC Decatur Woman's Progressive Club (MS) hosted the annual Juniorette Retreat. This weekend retreat was filled with fun and information. The Juniorettes received t-shirts, snacks, and meals. Each Juniorette brought a swimsuit, beach towel, and sleeping bag, plus McDonald's and Subway gift certificates to be donated to the hospital. A program was presented on membership. Girls were encouraged to take the information back to their clubs.

THE MORE THINGS CHANGE, THE MORE THEY REMAIN THE SAME

Woman's Club of Concord (NH) ran a program entitled "The More Things Change, the More They Remain the Same," with a panel of 5 people. It was a discussion on women in the workplace. In addition, this club assisted with the "NH Women Together Economic Roundtable." In attendance were the House Speaker, House Representatives, and the first woman football coach.

GUEST MODERATOR

Monthly have a member chair a club meeting. Each month the president prepares the agenda and a volunteer "meeting moderator" conducts the meeting. An officer sits next to the moderator to offer support and guidance while the parliamentarian is close by for assistance on formal motions. The objective of this experience is to cultivate a willingness and confidence to assume leadership positions.

CLUB CHALLENGE

Create a successful new team concept to overcome challenges with getting officers. Divide the club into four teams. Each team is responsible for running (4) four meetings including the agenda and pre-meeting program. Have each team also put on one social event, one fundraiser, and complete one community service project. Have each team assign a leader and a scribe.

ROAD TRIPS

Develop a leadership "pool" in which members are encouraged to attend federation meetings and be the president's "car buddy." Following the Federation meeting, have them report back at the club's next meeting.

LEADERSHIP STYLE QUIZ

Have fun and let your members learn more about their leadership style by conducting the leadership quiz (see last two pages of Outline) at a meeting.

POTENTIAL CLUB LEADERS

It is important for leaders to be aware of the challenges involved in identifying and developing prospective leaders and develop an action plan to ensure strong, competent leadership for the future. Most often, people will be more likely to accept leadership positions with a clearer understanding if they have a good idea of what is expected and know that you, as the leader, will nurture and support them along the journey. The leader—whether it is the president, director, or chairman—may consider the following strategies for growing new leaders:

- Consider officers and their responsibilities and prepare a detailed handout for each. Hold a planning team meeting for the new officers, share the responsibilities for each office, discuss the current status of activities, and develop a preliminary plan for future projects. By engaging these leaders in understanding their duties and in developing plans, you will help build their understanding and skills.
- Identify the various chairmen – and their passions – who are needed to accomplish the work to be done and prepare some basic expectations and guidelines for them. To help them develop skills, conduct a similar meeting as mentioned above, during which guidelines are shared and preliminary plans are discussed.
- From time to time, pull members together to reflect on progress and needs, and consider necessary next steps or needed changes to accomplish the goal.
- Conduct mini-leadership presentations to help members gain a better understanding and develop new skills.
- Step back and allow the new leaders to work and grow. While mistakes may be made, if you nurture your new leaders as they find their way, they will grow in skill and confidence. Praise the new leader for the job they are doing.



WHAT CAN YOU DO TO BUILD LEADERSHIP?

- Encourage new members to join in activities. Let their fresh ideas help with planning.
- Incorporate reports on Federation activities at club meetings to connect with other GFWC clubs.
- Take advantage of our diversity. Each individual member brings unique skills to the club.
- Mentor new leaders. Support them with suggestions. Encourage participation in all GFWC activities. Travel with them and help with expenses. Give them GFWC resource materials. This is an investment that will pay off!
- Share the work. It is easier if members join in planning meetings, participating in projects, or writing reports.
- Be generous in showing your appreciation.

WHERE TO FIND POTENTIAL LEADERS

Club Member. She is not an officer but will accept responsibility and take initiative. She motivates others by her enthusiasm and may recognize that her interests lie in planning and implementing projects. She may have been a member for a while, but she is creative and energetic doing her job.

Former Club Officer. She has served the club in several positions and may presently serve on your district or State board of directors. She is the voice of experience who knows members and their skills. Seek her input, as she can offer valuable suggestions. She should be given opportunities to continue her service.

Current Club Officer. She has accepted responsibilities that require attendance at additional meetings and good organizational skills. The club members have voiced their confidence by electing her. She should learn her job to do it well. She will ask questions when she is unsure and will seek the advice of respected mentors.

New Member. She has only been a member for a short time, but she is eager to become involved. She may not volunteer, but she may accept responsibility when asked by a club leader. She has no preconceived ideas of how things are usually done, so she may require assistance along the way. She may be a much-needed breath of fresh air!

As the leader it is essential you equip your officers and committee chairmen to function effectively. Together you will help your club make a real difference in your community. To do that, regular training will be very helpful to ensure they handle their duties and are growing in their leadership capacity. Basic procedures for officers and their responsibilities are provided here as a guide. Reviewing and discussing the guidelines for the various officers, and brainstorming ways your leadership team can grow beyond expectations, will help to build strong leadership.

DELEGATING AND SHAPING NEW LEADERS

Sharing responsibilities keeps members interested and enthusiastic about your club. You might be reluctant to

delegate because you want to make sure the job is done “right.” However, your way is generally only one of a variety of ways that a job can be done well. If club members are not asked to take on responsibility, they may feel unimportant and become apathetic.

Reasons to Delegate

When a leader delegates responsibilities, members:

- Become more enthusiastic, involved, and dedicated
- Share tasks, allowing the club to undertake more projects and activities
- Complete club projects in a time-efficient manner
- Develop skills and experiences that allow them to step into club leadership roles
- Grow a club that runs smoothly and effectively

Benefits to Leaders

- Not being spread too thin and “burning out”
- Gaining satisfaction from watching members grow and develop
- Acquiring more experience in executive and administrative functions

Ways to Delegate

After thoroughly explaining the requirements and deadlines:

- Ask for volunteers by a show of hands or sign-up sheet.
- Appoint or suggest someone for the task. This shows confidence in her ability and potential.
- Assign the task through a committee to take the pressure off the individual or new leader.
- Find the passion of the member and ask them to share “why” they feel so strongly about the project or program.

Guidelines for Effective Delegation

- Support members by sharing resources, information, knowledge, and plans with them. Delegate meaningful segments or portion of tasks.
- Discuss the assigned task and mutually set goals and objectives. Clearly define the responsibilities, expectations, and bounds of authority for each delegated task. Emphasize the end goal, rather than the steps, to encourage creativity and innovation, while retaining focus.
- Give accurate, honest, and tactful feedback to encourage growth.

Really delegate! As a leader, it can be hard to let go because you like being the doer, but let your appointees do their assigned jobs.

LEADER DUTIES AND RESPONSIBILITIES

PRESIDENT

The president:

1. Presides at all meetings and uses a written agenda to maintain focus.
2. Must have basic knowledge of parliamentary procedures and how to maintain order.
3. Arrives at the meeting location ahead of time to be sure everything is ready.
4. Calls meetings to order on time and identifies if a quorum is present.
5. Announces the business before the assembly in the order it is to be acted upon.
6. Recognizes members entitled to the floor.
 - When two people try to obtain the floor at the same time, preference is given to the one who has not previously spoken.

- The president should alternate from those who oppose and those who are in favor of the motion.
- 7. Makes parliamentary decisions and rulings based on the rules and adopted parliamentary authority. Advice may be sought of the parliamentarian, but the decision is that of the president.
- 8. Does not use the personal pronoun, but refers to herself as “The Chair” while presiding. Additionally, she does not refer to “my Board.”
- 9. Reports in third person, using “This officer” and “Your president” instead of the personal pronoun.
- 10. Votes as any other member in a ballot vote, may vote to break a tie in a voice vote, and cannot break a tie in a ballot vote.
- 11. Leaves the Chair to debate. She never debates from the Chair. She will not resume the Chair until after the vote is taken.
- 12. Should be firm, competent, tactful, and fair. Being neutral from the Chair on controversial matters will allow for thorough discussion on motions.
- 13. Does not “turn the meeting over” to anyone, but rather announces that the program, etc., will be presented by the person whom she names.
- 14. Performs all duties specified in the organization’s bylaws and/or standing rules.
- 15. Represents the organization at district, state, region, and national meetings.
- 16. Prepares a procedure book to share with her successor and leads other leaders to do the same.

VICE PRESIDENT

The vice president is a vital leader to any organization as the leader who serves just below the president. This leader should be well rounded in her understanding of the plan of action and projects. In addition to other responsibilities, she:

1. Presides at all meetings in the absence or inability of the president to serve, in addition to the time the president may leave the Chair to debate a topic.
2. Assumes duties as outlined in the organization’s rules, such as, but not limited to, Membership Chairman, Program Chairman, or Dean of Chairmen.

SECRETARY

The secretary records the minutes of the club meetings and presents them for approval. Minutes should include:

1. Name of the Organization
2. Kind of Meeting. Note whether it is regular, annual, or special, or a committee or Board meeting.
3. Date of the meeting and location if the club does not have a regular meeting place.
4. Whether the president and secretary are present or their substitutes.
5. Whether the minutes of the previous meeting were approved by a committee or at the meeting.
6. Information from the treasurer’s report: balance on hand at the last report, total receipts since that date, total disbursements since the last date, and the current balance on hand.
7. Only the highlights of reports given orally. If written reports are received, record which were received and that a copy is attached to the minutes.
8. Contain only a record of what is done and not what is said. Do not include personal comments, complimentary or otherwise.
9. All main motions that are not withdrawn should be noted. Indicate whether they were adopted or lost. Include the count when votes are counted. A vote by general consent must be recorded.
10. All Points of Order and Appeals are included whether sustained or lost.
11. All other motions that were not lost or withdrawn are noted.
12. Name of the person making the motion, but not the name of the person seconding the motion.
13. When an election takes place, include a full report of all votes cast as shown by the teller’s report.
14. Names of new members and those who resign or forfeit membership.

15. Time of adjournment.
16. The minutes are signed: "Jane Doe, Secretary" and never "Respectfully Submitted."
17. Corrections should be inserted in the margin with a carefully drawn line around or through the subject corrected.
18. After the minutes are approved, write the word "Approved" together with the date and secretary's signature at the bottom of the page.

TREASURER

The treasurer has custody of all money that is maintained in a bank account in the club name. Additionally, she collects dues, pays out funds upon approval by the club or budget, keeps itemized accounts, prepares the treasurer's report for business meetings and an annual budget, and any other duties as listed in the bylaws or standing rules. The treasurer must maintain up-to-date records and balance the financial records each month with the bank statement.

SAMPLE TREASURER'S REPORT

The treasurer's report will include balance on hand on the date of the last report, receipts, disbursements, and balance on hand to date and is presented at each meeting. No action is taken on the report, but it is placed on file.

GFWC Anywhere Club - July 31, 2018			
Balance on Hand, June 30, 2016			\$430.00
Receipts	Dues (15)	\$450.00	
	Bake Sale	\$145.00	
	Show Tickets	\$500.00	
Total Receipts		\$1095.00	\$1525.00
Disbursements	GFWC/State Dues (15)	\$330.00	
	Yearbook Printing	\$150.00	
	Scholarship	\$200.00	
Total Disbursements		\$680.00	
Balance on Hand, July 31, 2018			\$845.00

Organization Budget

The bylaws or standing rules should provide for a budget to be prepared and presented for consideration usually at the beginning of the year. Every organization should adopt a budget. The treasurer is usually a member of the committee if a budget committee is required.

A budget is simply an estimate of income and expenses for a specified period of time and reflects the amount of money the organization is willing to spend on specific items. The treasurer is generally authorized to expend money up to the amount identified in the budget upon the authorization of the president. It is the treasurer's responsibility to make sure expenditures do not go over the budgeted amount.

The anticipated expenses should not exceed the anticipated revenue plus the balance at the beginning of the cycle. When the balance plus the income are totaled, they should be the same amount as the expenditures.

The chairman of the Budget Committee or the Treasurer, if there is no budget committee, presents the budget and moves that the proposed budget be adopted. At this point, amendments can be made and discussion held, prior to the consideration of the final budget as proposed or amended.

The budget authorizes various items of expenditures but does not relieve the treasurer of responsibility for money in her possession, until detailed vouchers or bills have been authorized for payment.

CONDUCTING A REGULAR BUSINESS MEETING

When preparing to conduct the club's regular meeting, the president should create an agenda for herself and the secretary. If the president is new, inexperienced, or insecure, preparing a more detailed agenda is invaluable in conducting a successful meeting. It provides the support needed for the president to lead well, and members have a great sense of accomplishment from participating in a well-planned meeting. A simple meeting agenda should be prepared for the members and distributed at the opening of the meeting.

The following basic agenda provides a good starting point. Other items of business or reports may be included as necessary.

Call to Order by the President. At the appointed time, the president makes one rap of the gavel.

President: "The meeting will come to order."

Opening Ceremonies. This could be a simple prayer or invocation prior to reciting the Pledge of Allegiance to the Flag of the United States of America. Roll Call is optional, but if it is a club custom, the secretary should call the roll. The president declares whether a quorum is present or not.

Reading of the Minutes of the Previous Meeting. President: "The secretary will read the minutes of the previous meeting." The secretary reads the minutes. President: "Are there corrections to the minutes?" (Pause) "They are approved as read (or as corrected)." *Note: Do not ask for corrections or additions, as additions are corrections.*

Correspondence. The secretary or corresponding secretary, if there is one, reads the correspondence. Action on matters of correspondence is generally considered in new business.

Reports of Officers. If officers have special assignments or tasks, they would generally report on those matters in the order as listed in the bylaws.

Treasurer's Report. President: "The treasurer will give the treasurer's report." (Treasurer reads report). President: "Are there any questions?" (Pause) "The treasurer's report to be placed on file."

Recommendations of the Board of Directors or Executive Committee. The secretary reads the recommendations and action is usually taken either at this point or in new business. A second is not needed as the recommendations come from a group.

Reports of Standing Committees. The Chair calls upon them in the order in which they are listed in the club bylaws. No action is taken unless a recommendation is made.

Reports of Special Committees. The Chair calls upon them in the order in which they were appointed. These committees were appointed to do a specific job and are automatically dissolved when the work is finished and the final report is given.

Unfinished Business. The minutes of the previous meeting show if there is business postponed by a motion or left unfinished. The Chair never asks if there is unfinished business. She should know.

New Business. This is business that has not yet been discussed. It is introduced by correspondence, recommendation, the Chair, or any member. A motion should be made to bring the matter before the organization for discussion.

Announcements.

Program. The president or program chairman may present the program. The president never "turns the meeting over" to anyone but rather announces the chairman who, in turn, presents the program. The president thanks the speaker.

Adjournment. President: "Is there any further business to come before this meeting?" (Pause) "If not, the meeting is adjourned." Adjournment may be made by a motion, which is not debatable.

POWERFUL PRESENTATION SKILLS

Studies show our number one fear is the fear of public speaking. Anyone can build the skills to be a good speaker by planning, rehearsing, and delivering with flair.

DESIGNING A PRESENTATION

- **Identify your focus.** Be clear on the purpose of the speech. Know your audience and have a clear goal.
- **Research your topic.** Collect and confirm information making sure you have all the facts you need to present and support your presentation.
- **Organize your presentation.** Consider the main parts:
 - *Introduction:* Get the audience's attention focused by asking a question, giving a startling statistic, sharing a relevant anecdote, or providing a teaser for what is ahead. (5-10%)
 - *Body:* Consider several points to emphasize, making sure they are relevant and in good order. Use personal stories, humorous anecdotes, appropriate words, and body language to help create vivid images. (70-80%)
 - *Conclusion:* End your presentation with a strong message. (5-10%)
- Review and rework the content, checking for interest, strength, and good transitions until it is solid.
- Head the paper with your name, presentation title, event or group name, date, and location.
- Type the speech using an extra large font size, wide margins, and double spacing between lines and triple space between paragraphs. Number pages and place them in a binder for easy reading.

REHEARSING AND DELIVERING A PRESENTATION

Good speakers do not just write and read, or memorize the speech. They know their topic. They make notes, using key words to remind them of key points. When giving a brief, strictly timed speech, you must write out a script to be sure you stay within your time limit. Choose your words carefully to minimize their use while maximizing the impact of your main points. Write and rework the presentation to delete words that do not add to the meaning.

Delivery Guidelines

- Arrive early to check the set-up and make sure all equipment, including microphones, projectors, and screens are in place and good working order.
- Have a glass of water next to you.
- Start promptly. Use a small clock or timer and end on time.
- Make eye contact with the audience. Look up from notes every five to 10 seconds to connect and smile!
- Speak louder and a bit slower than normal. Speak with expression and emphasis through voice and facial expressions.
- Stand with your feet shoulder-width apart while keeping your hands relatively still.

Handling Questions With Confidence

Decide if, and when, you will take questions from the audience. To handle questions with authority:

- Consider in advance possible questions and responses, especially challenging ones. Rehearse with a partner. Smile and calmly respond with a positive answer.
- Explain at what point during the presentation questions will be taken and how individuals will be recognized. Point out the microphone to be used.
- Maintain control of the questioning. Formally recognize the questioner before he/she speaks and limit the number of questions. Allow only one person to speak at a time.
- When listening to the question, look at the person posing the question. Paraphrase the question for the audience. If a question is pertinent to one person, answer in a manner that provides information to everyone, if possible, and maintain good eye contact with the audience.
- If questions are slow to begin, kick-start the question period with a frequently asked question and then

answer the question.

- If uncertain of the answer to a question, offer to take the person's information and get back to the person.
- If a person strongly disagrees with you and refuses to stop talking, thank the person for his/her opinion, noting that there are different schools of thought on the issue and emphasizing the need to allow time for others to ask questions or express their opinions.
- Avoid repeating, "Thank you; that's a good question" after every question, as it seems insincere. Be as thoughtful as possible in your responses.
- Close out the questions and finish your presentation with a powerful closing statement that will resonate with the audience and reinforce your message.

Tips for PowerPoint Presentations.

- Stand on the left side as the audience sees you. Stand away from the computer and use a remote control, when possible.
- Turn off the computer screen saver. Adjust the energy saver so that your computer will not shut down before or during your presentation.
- Learn how to use the switch (often a function key) that toggles your laptop and projector screens on. Keep colors, graphics, and special effects simple. Test your slides for size and readability.
- Be prepared with backup files, an extra power source, and spare batteries for your remote control.

TIME MANAGEMENT FOR CLUB MEMBERS

STEPS TO EFFECTIVE TIME MANAGEMENT

Analyze

- Analyze your time management issues. Are you setting realistic deadlines for completing projects?
- Are you the right person for all the tasks you are handling? Delegate when possible or necessary.
- Is your workspace too cluttered to be efficient? Aim to handle a piece of paper only once.

Organize

- Make a list of specific projects or tasks to be completed and include deadlines.
- Organize work according to your personal time schedule. If you don't accomplish everything on your list, add the uncompleted tasks to your next list and focus.
- Ask yourself, "What would happen if I never did this?" If the answer is, "Nothing," strike it from your list.

Prioritize

- Put tasks in order of importance.
- Keep due dates in mind, commitments made, and whether or not these tasks involve other people.
- Handle email and calls in batches. If possible, set aside specific times to respond to email and return calls.

Schedule

- Take the list and begin to work your "things to do" into your schedule.
- If a prioritized task or job seems too big to accomplish, break it into smaller parts.
- Be realistic, and check if you can really accomplish the task.
- Don't plan every minute of your day. Leave time for unexpected activities.

Calendar

- Maintain a calendar that highlights important club, district, State Federation, and GFWC dates. Pages from this calendar can also be shared with your successor.

CONFLICT RESOLUTION SKILLS

Active Listening. To be effective, you must actively listen to members. Listening is more than just hearing; it is the active pursuit of understanding what the other person is saying and feeling. It allows a leader to understand what messages the members are sending and is the foundation for returning feedback effectively. Remember:

- Have a clear intention to understand the other person's position.
- Acknowledge the other person's feelings without judgment or reservation.
- Display the proper attitude with open body language. Make eye contact and listen.
- Keep a consistent tone no matter how confrontational the person to whom you are listening may get.
- Don't plan what you are going to say or think about your reaction while the other person is talking.
- Don't interrupt and try to read the nonverbal signals of the other person.
- Ask open-ended questions and paraphrase content and feelings to show that you are actively listening.

Active Communication. Active listening and communication skills are essential for heading off conflict before it starts. However, some conflict is inevitable. If conflict in your club becomes unmanageable, try contacting your district or state leadership chairman or state parliamentarian, who may be trained to resolve conflict. If your club needs additional support, GFWC has appointed a team of experienced and trained volunteers to provide confidential assistance in resolving conflict. Contact the Director of Member Services and Programs to request information on the GFWC Mediators program at 1-800-443-GFWC (4392) ext. 221.

Conflict is a normal part of any healthy relationship. After all, two people can't be expected to agree on everything, all the time. Learning how to deal with conflict — rather than avoiding it — is crucial. When conflict is mismanaged, it can cause great harm to a relationship, but when handled in a respectful, positive way, conflict provides an opportunity to strengthen the bond between two people. By learning some skills for conflict resolution, you can keep your personal and volunteer relationships strong and growing.

CONFLICT RESOLUTION RULES

1. Agree to resolve the conflict.
2. Take turns talking and do not interrupt.
3. No name calling.
4. Be truthful about what is bothering you and state it clearly.
5. Listen to the other person and be sure you understand how they understand the problem.

Make sure good relationships are the first priority: As far as possible, make sure you treat the other person calmly and you try to build mutual respect. Do your best to be courteous to one-another and remain constructive under pressure.

Keep people and problems separate: Recognize that in many cases the other person is not just "being difficult" — real and valid differences can lie behind conflictive positions. By separating the problem from the person, real issues can be debated without damaging your volunteer relationships.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing an effective Leadership program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Leadership program.

Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

TRUE COLORS: EXPLORING LEADERSHIP STYLES

Often, when individuals work together in a team or project based setting, differences of leadership and personal style can exist. This exercise can be used to understand different leadership styles and personal styles. Using a simple framework called "true colors," this allows people to identify themselves from four common personal styles. While individual style is much more complex, the

simplicity of the framework is useful for helping assess the environment with a goal of improving our ability to work effectively together. HAVE FUN!

COLOR LEADERSHIP QUIZ

In describing yourself, which words better fit your personality?

- | A | B |
|--|---|
| 1. <input type="checkbox"/> physically active, a can-do person | OR <input type="checkbox"/> mentally active, an idea person |
| 2. <input type="checkbox"/> sociable, friendly | OR <input type="checkbox"/> able, forceful |
| 3. <input type="checkbox"/> adventurous, broad-minded | OR <input type="checkbox"/> cautious, security-minded |
| 4. <input type="checkbox"/> practical, down-to-earth | OR <input type="checkbox"/> persuasive, influential |
| 5. <input type="checkbox"/> outspoken, motivating | OR <input type="checkbox"/> thoughtful, conscientious |
| 6. <input type="checkbox"/> inventive, artistic | OR <input type="checkbox"/> systematic, orderly |
| 7. <input type="checkbox"/> busy, hard-working | OR <input type="checkbox"/> insightful, philosophical |
| 8. <input type="checkbox"/> methodical, procedure-minded | OR <input type="checkbox"/> hard-driving, aggressive |
| 9. <input type="checkbox"/> precise, painstaking | OR <input type="checkbox"/> creative, imaginative |
| 10. <input type="checkbox"/> inner-directed, individualistic | OR <input type="checkbox"/> outer-directed, group-minded |
| 11. <input type="checkbox"/> frank, straight-forward | OR <input type="checkbox"/> careful, particular |
| 12. <input type="checkbox"/> informal, congenial | OR <input type="checkbox"/> formal, sensible |
| 13. <input type="checkbox"/> realistic, well-grounded | OR <input type="checkbox"/> gentle, considerate |
| 14. <input type="checkbox"/> companionable, good talker | OR <input type="checkbox"/> purposeful, action-minded |
| 15. <input type="checkbox"/> enthusiastic, warm-hearted | OR <input type="checkbox"/> settled, deep-rooted |
| 16. <input type="checkbox"/> forthright, plainspoken | OR <input type="checkbox"/> agreeable, easygoing |
| 17. <input type="checkbox"/> likeable, generally pleasing | OR <input type="checkbox"/> self-reliant, stand on own |
| 18. <input type="checkbox"/> kindhearted, humane | OR <input type="checkbox"/> disciplined, well-balanced |
| 19. <input type="checkbox"/> watchful, restrained | OR <input type="checkbox"/> energetic, go-getter |
| 20. <input type="checkbox"/> steadfast, never say die | OR <input type="checkbox"/> alert, on one's toes |
| 21. <input type="checkbox"/> sensitive, aware of feelings | OR <input type="checkbox"/> committed, deeply involved |
| 22. <input type="checkbox"/> industrious, task oriented | OR <input type="checkbox"/> judicious, level-headed |
| 23. <input type="checkbox"/> good mixer, social-minded | OR <input type="checkbox"/> right and proper, correct |
| 24. <input type="checkbox"/> decisive, take charge | OR <input type="checkbox"/> unhurried, contemplative |

R (Red) G (Green) Y (Yellow) B (Blue)

COLOR LEADERSHIP QUIZ KEY

Reading down, in Column A from 1 - 24, score your answers marked in this column as follows: R-G-G-R-G-B-R-Y-Y-B-R-G-R-G-G-R-G-B-Y-Y-B-R-G-R. (For example, if you have Column A checked for the first question, you will score one point for R. For the second question, if you have Column A checked you will score one point for G.)

LEADERSHIP

Reading down, in Column B from 1 – 24, score your answers marked in this column as follows:
B-R-Y-G-B-Y-B-R-B-G-Y-Y-B-R-Y-G-B-Y-R-B-G-Y-Y-B.

Now total the R (red), G (green), Y (yellow), and B (blue).

The higher the score in a particular color, the more you probably demonstrate the personality for that color.

COLOR QUALITIES

RED - Action-directed, forthright, forceful, objective, bold, firm, productive, efficient, effective, frank, realistic, constructive, active, positive, builder, dynamic, go-getter, doer. Phrase: "Where are we?"

GREEN - Outer-directed, persuasive, group-oriented, eager, out-going, gregarious, other-oriented, verbal, open-minded, agreeable, involved, extroverted, liberal, motivator, sales-person. Phrase: "What's going on?"

YELLOW - Precision-directed, cautious, systematic, objectivity, precise, logical, historian, regulates, conservative, accurate, conventional, moderate, will not be pushed into a confrontation. Phrase: "Get to the point."

BLUE - Inner-directed, empathetic, kind, inventive, creative, thinker, calm, aware, artistic, individualistic, do not like to have to criticize anyone, abstract, future oriented. Phrase: "Let's brainstorm."



LEGISLATION/ PUBLIC POLICY

ADVANCEMENT GUIDE

Visit www.GFWC.org/membership/club-manual/ for updates and more information.

Legislation/Public Policy

For more than a century, GFWC members have advocated to raise awareness of specific issues requiring attention at the national level. Our advocacy efforts are practical not political; through our advocacy, we seek the implementation of practical solutions to problems that are national in scope. Many of those solutions have come in the form of legislative action, with GFWC members having worked to pass laws affecting highway safety, juvenile justice, women’s suffrage, the rights of the disabled, equal pay for women, and resources for victims of domestic violence and penalties for domestic abusers. The goals of Legislation/Public Policy during this administration include:

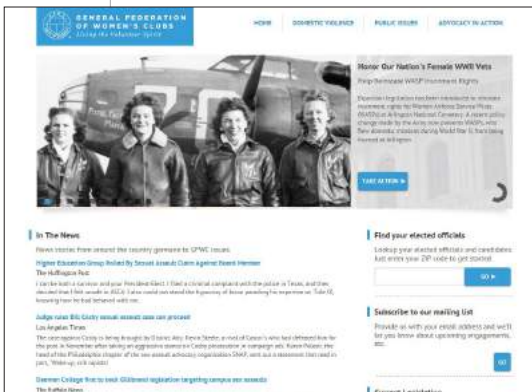
- Educating members about both GFWC’s legislative priorities and about how the legislative process works;
- Mobilizing our members to raise a united voice to advocate for those priorities; and
- Rebuilding the GFWC name into a brand that lawmakers (and others) recognize.

EDUCATING AND MOBILIZING: THE GFWC LEGISLATIVE ACTION CENTER

One of the primary tools that GFWC uses to educate and mobilize its members is the GFWC Legislative Action Center (the LAC). Members who sign up for the LAC will receive updates on specific legislation GFWC is supporting. These updates will let members know when they should contact their national legislators about a particular bill. Additionally, if a State Federation provides GFWC with at least 72 hours’ notice, GFWC can send out a legislative alert to that state’s members regarding one or more pieces of state legislation. To realize the full potential of this tool, however,

members must sign up for the LAC. They can do this by going to the GFWC website (GFWC.org), clicking on the “Public Policy” tab, and then clicking on the link that says “Take Action.”

GRAND INITIATIVE: That 1,000 members join the Legislative Action Center!



2018-2020 LEGISLATION/PUBLIC POLICY COMMITTEE

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2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. **OUR GOAL IS 1,000 CLUBS PARTICIPATING.**

BUILDING THE GFWC BRAND:

Recognize the Red

GFWC's advocacy efforts should also help to raise awareness of GFWC as an organization. To maximize this awareness, GFWC is launching the "*Recognize the Red*" campaign.

- Any time a GFWC member engages in written correspondence with her legislator, she should use the color **RED**, the color of GFWC's official flower, the red rose, for her signature.
- Whether the correspondence is a traditional letter or an email, the member should sign her name (and the name of her club and State Federation and GFWC) in **RED**.
- For traditional letters, the member should write her return address in **RED** and put a big check mark in **RED** on the outside of the envelope.

Eventually, when a legislator or legislative aide sees a **red signature** or a **red return address**, she will recognize that she is again hearing from a GFWC member.



RESOLUTIONS AND ADVOCACY

Only with a resolution on the books can GFWC advocate for or against an issue. Resolutions can be used as tools for advocating important issues at the local, state, and national levels. If a particular subject is not addressed by a resolution, members cannot use GFWC's support to advocate for or against the issue but may advocate as concerned individuals.

ADVOCATING AS A 501(c)(3) NONPROFIT ORGANIZATION

Many members are under the impression that because GFWC (or their State Federation or local club) holds tax-exempt status, the members cannot lobby. IRS guidelines do not ban lobbying activities; instead, they limit the types and amount of lobbying in which a nonprofit organization may engage. To maintain tax-exempt status, lobbying may not be the primary purpose of the organization nor may it constitute a substantial part (more than 50%) of the organization's activities. If organizational funds are spent in lobbying efforts, those expenses must be reported on the organization's IRS Form 990 (which all 501-c (3) organizations are required to complete). A nonprofit organization may advocate to raise awareness of an issue or to lobby for or against a particular piece of legislation. Such organizations may not, however, endorse or oppose specific candidates or political parties. To ensure that your State Federation or local club stays within these guidelines, follow our Advocacy "Do's and Don'ts."

DO:

- Advocate for action on a specific issue or for a specific piece of legislation;
- Contact your elected officials directly;
- Participate in voter registration drives;
- Hold nonpartisan forums to educate the public about one or more specific issue;
- Sponsor candidate forums, ensuring that all candidates receive a formal invitation to participate;
- Give only facts when referring to or speaking about a specific candidate or incumbent; and
- Educate candidates on GFWC's resolutions and legislative priorities.

DON'T:

- Endorse or oppose a specific candidate or political party;
- Use club funds, facilities, in-kind donations, publications, or events to promote a specific candidate or political party;
- Ask candidates to sign a pledge on any issue;
- Offer opinions about an incumbent or candidate; or
- Support legislation that would be in conflict with a GFWC Resolution.

* A State Federation that takes a position in conflict with any GFWC Resolution must register a minority opinion with GFWC. If a State Federation takes legislative action on an issue that reflects this minority opinion, it must make clear that its position does not represent that of GFWC.

WHAT TO ADVOCATE FOR: GFWC RESOLUTIONS

GFWC's national advocacy efforts are based on GFWC Resolutions; we do not ask our members to advocate for or against any issue that is not addressed by a specific GFWC resolution. Our resolutions address issues that are national or international in scope and that are germane to the work or interests of GFWC members. Currently, there are over 200 GFWC resolutions addressing issues such as domestic violence awareness and prevention, education, women's health, promotion of the arts, conservation, highway safety, gun safety, and the United Nations/UNICEF. Many of these resolutions call for members to advocate not only for national legislation but also for state laws that address a particular issue. Examples of state legislation that would address a problem national in scope include laws involving domestic violence, gun safety, highway safety, human trafficking, and education.

Where do I find the GFWC Resolutions?

Members may download a PDF of the GFWC Resolutions from the GFWC website (GFWC.org) or purchase printed copies through the GFWC marketplace (GFWC.org/membership/marketplace or 1-800-443-GFWC (4392)).

How Are Resolutions Drafted and Adopted?

Under the GFWC Bylaws, the Resolutions Committee proposes all resolutions to the GFWC membership for adoption or rejection. The Executive Committee, individual State Federations, and the GFWC Community Service Program Chairmen, Standing Committee Chairmen, Special Committee Chairmen, and International Liaisons Chairman may submit proposed resolutions to the Resolutions Committee. The committee then studies these proposed resolutions and votes on which resolutions to bring before the GFWC membership. Additionally, the Resolutions Committee may propose resolutions based on its own research or input from GFWC members and/or any of the GFWC committees. Resolutions are debated and voted on by delegates at GFWC's annual convention. Prior to convention, proposed new resolutions (as well as any current resolutions proposed to be continued, amended, or rescinded) are posted on the GFWC website and are included in the "Call to Convention" found every year in the Spring issue of the *GFWC Clubwoman Magazine*. When a resolution is brought to the convention floor, delegates have the opportunity to debate and amend that resolution. If a majority of the voting delegate's vote in favor of a resolution, the resolution is adopted and serves as a basis for GFWC public policy initiatives and advocacy activities.

After adoption, a resolution is reviewed no less than once every four years by the Resolutions Committee, which recommends that the resolution either be maintained without change or that it be updated through the amendment process. Alternatively, where the purpose of a resolution has been accomplished, the committee will recommend that it be rescinded. The continuation, amendment, or rescission of a resolution is also decided by majority vote at the GFWC annual convention.

How to Submit a Proposed Resolution to GFWC?

Before submitting a resolution, you should review the current GFWC resolutions to make sure a similar one does not already exist. If there is no resolution addressing a particular issue, the GFWC Executive Committee or any of the GFWC Community Service Program Chairmen, Standing Committee Chairmen, Special Committee Chairmen, or International Liaisons Chairman may draft a proposed resolution and submit it to the GFWC Resolutions Committee. Local clubs or individuals should submit a proposed resolution to their State Federation for consideration at its next state convention.* Resolutions passed at State Conventions should then be forwarded to GFWC. Proposed resolutions must be typed and accompanied by supporting documentation.** All proposed resolutions must be submitted to the GFWC Resolutions Committee Chairman by November 1 of the year preceding the annual convention at which the resolution will be considered (e.g., resolutions to be considered at the 2019 annual convention must be submitted no later than November 1, 2018). More information about the resolutions process can be found in the GFWC Standing Rules (GFWC.org/what-we-do/governance).

* Specific procedures for proposing and adopting resolutions at the state level should be outlined in each State Federation's bylaws.

** Supporting documentation would include articles, surveys, statistics, reports, and studies that support the facts on which the resolution is based.

ADVOCATING AT THE LEGISLATIVE LEVEL

Most of GFWC's advocacy efforts take place at the legislative level – our members advocate for or against a specific piece of legislation. We also advocate for the legislature to fund specific programs. Effective advocacy at the legislative level requires that our members first understand the steps of the legislative process and learn that there is an opportunity to advocate at every stage of that process.*

THE LEGISLATIVE PROCESS

Step 1: Introducing Legislation. Legislative work begins with the introduction of a proposal in the form of a bill. The senator or representative who introduces a bill is known as the bill's primary sponsor. Other senators or representatives may show their support for the bill by signing on to it as a co-sponsor. *One of the most effective ways a GFWC member can influence the passage of legislation is by encouraging her senator or representative to sponsor or co-sponsor a bill.*

Step 2: The Committee Process. When a bill is introduced, it is given a legislative prefix and number, which indicates, among other things, whether it originated in the House or the Senate. The bill is then referred to the appropriate committee by congressional leadership. (For example, a bill dealing with farm subsidies would go to the committee on agriculture.) Committees study proposed legislation in-depth, and *the committee process represents one of the best opportunities for GFWC members to express their opinions.* During this process, a committee will hold hearings, receive written reports, and vote on amendments to the bill. Often, a bill will be referred to a subcommittee, where many of these activities will take place. Information on current committees, including membership, subcommittees, bills under consideration, and scheduled hearings can be found on the Congressional websites (*House.gov* and *Senate.gov*).

Step 3: The Floor Vote. If a proposed bill receives an affirmative vote from its assigned committee, then it will be reported out of committee and placed on a legislative calendar for a vote by the full House or Senate. *Once a bill is placed on a legislative calendar, GFWC members should contact their congressmen to advocate for passage or defeat of the bill.* After being passed by either the House or the Senate, the bill will be sent to the other chamber, where it will again go through the committee process and a floor vote.

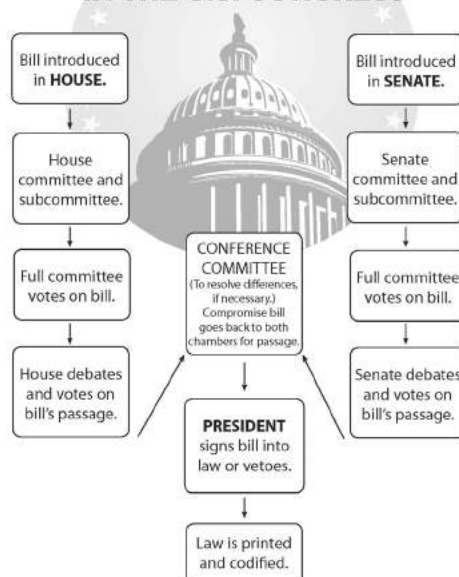
Step 4: The Conference Committee. Any piece of proposed legislation will often be amended during the committee process and may also be amended from the floor. As a result, the bill originally passed by the first chamber may differ significantly from the version passed by the second chamber. In those cases, a House-Senate conference committee will reconcile the differences between the two versions so that both chambers may pass an identical bill.

Step 5: Executive Action. After being passed by both houses, a bill is sent to the president, who either signs the bill into law or vetoes the legislation. In the case of a presidential veto, the bill is returned to the chamber from which it originated. The bill can still become law if two-thirds of both chambers vote to override the veto.

Effective Legislative Advocacy

Contact with your legislator's office occurs in three ways: personal meetings, written correspondence, and telephone calls. Below are some suggestions to help maximize your advocacy efforts.

HOW A BILL BECOMES A LAW IN THE U.S. CONGRESS



* CONFERENCE COMMITTEE
(To resolve differences, if necessary.) Compromise bill goes back to both chambers for passage.

Meeting with Your Legislator

- Be sure to schedule an appointment in advance.
- At the outset of the meeting, identify yourself as a constituent and explain your GFWC affiliation. Emphasize the fact that you are speaking for others, if appropriate.
- Go in with the assumption that neither the legislator nor her staff has any detailed understanding of the issue at hand or any knowledge about GFWC.
- Be prepared with a short, direct, and fact-based statement of the issue in question and the specific action you are asking the legislator to take. Relate how the issue affects you, other constituents, and/or specific groups.
- Have a "Leave Behind" - Bring information you can leave with the legislative staff. Try to include the following: a succinct, one-page fact sheet; in-depth materials (for legislative aides who may want more information); information on GFWC and your State Federation or local club; your name and contact information (preferably written in RED). Place all of these items in a single RED folder and, if possible, affix a GFWC sticker to the front of the folder. If you are feeling really creative, and it is not cost-prohibitive, leave the office a RED rose (the official flower of GFWC).
- Be sympathetic to the time demands made on legislators and their staff.
- Remain fact based and focused on the action you want the legislator to take. Do not argue with the legislator or staff member.
- Follow-up after the meeting to see if there are any questions or any requests for additional information.
- Once you have established contact with your legislator's office, keep a line of communication open by touching base periodically with new information on the issue you met about or on other issues.

Writing Your Legislator

- Both on the envelope and in the salutation, address your legislator as The Honorable, Senator, Representative or Congressman/Congresswoman. If sending a traditional letter, write your return address in RED.
- At the outset of the letter, identify yourself and your GFWC affiliation.
- Explain the reason for your letter, refer to the specific legislation you want addressed, and be specific about the action you want your legislator to take. If applicable, explain how the issue in question directly affects you, your family, and/or your community.
- While keeping the correspondence relatively short, include as many relevant facts as possible, citing sources for those facts, if available.
- Address no more than one issue in your letter.
- Sign your name and write your GFWC affiliation in RED ink.

Calling Your Legislator's Office

- While the most effective forms of communicating with your legislator are personal meetings or written correspondence, there are times when you should call your senator or representative to make your views known. Phone calls are most often used when an immediate vote is scheduled to take place on a bill in which you have an interest.
- Be aware that unless you are a personal friend of the senator or representative, you will usually be speaking with a member of the legislator's staff. Seek assurances that your position will be transmitted to your senator or representative and request a written response from the legislator's office.
- At the outset of the phone call, give your full name, address, and GFWC affiliation.
- Identify the specific action you want your senator or representative to take.
- Keep your call short and focused. Remain fact-based and do not engage in debate or argument.

MAKING OUR PRESENCE KNOWN: THE 2018-2020 LEGISLATIVE FOCUS PROJECT

During the 2018-2020 administration, GFWC members will journey together through the legislative process. The Executive Committee will pick two prospective pieces of legislation and ask that GFWC members advocate for the passage of these measures. As part of this focus project, we will track these two bills through the legislative process. Every member who has signed up with the LAC will be notified when:

- The bills are introduced;

- A specific bill is referred to a committee;
- A bill is coming up for committee vote;
- A bill has been voted out of committee; and
- A bill is scheduled for a floor vote.

At each step of the way, GFWC will let members know what action needs to be taken. These actions could include contacting a committee or subcommittee chairman to urge them to schedule a committee vote on the bill; contacting Senate and House leaders to schedule a floor vote on the bill; and contacting your congressional representatives to urge their support of the bill.

For this project to be successful, it is imperative that as many GFWC members as possible sign up for the LAC. Bring a computer to your club meeting so that you can sign up members. Explain that they will be notified through their email about action GFWC would like to see taken on a bill and that they can tell their senator/representative how they feel by clicking on the "Take Action."

ADVOCACY AND ISSUE AWARENESS: PROCLAMATIONS

A significant part of advocacy includes bringing attention to a specific issue or group. State Federations and local clubs can help raise awareness by asking their state or local governments for a proclamation recognizing a specific awareness day, week, or month (e.g., Domestic Violence Awareness Month in October). You can also request a proclamation recognizing Federation Day (April 24) or the anniversary of a club or State Federation. Your chances of receiving a proclamation may be enhanced if you can present a draft of the proclamation. When drafting a proclamation, follow these guidelines:

- Proclamations usually consist of two to five factual statements about the organization, issue, or event being recognized. Each of these statements should be preceded by the word "WHEREAS."
(For example: "WHEREAS, The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.")
- Following the factual statements, you should have one or more sentences that presents the organization or event being recognized. The first of the sentences begins with the words "THEREFORE RESOLVED," and subsequent sentences begin with the phrase "AND FURTHER RESOLVED."
(For example: "THEREFORE RESOLVED that the Town of Jones recognizes April 24 as Federation Day.")
- When presenting the proclamation to officials, have them sign in descending order of rank. You may request proclamations for more than one entity (e.g., you could ask for a proclamation from your state, your county, and your city). For each proclamation ask that the entity apply the state/county/city seal to mark your proclamation as official.

ADVOCACY AT THE CLUB LEVEL

There are many things clubs can do to create awareness of the need for advocacy and to train their members on how to advocate.

Educate Members about GFWC's Advocacy Efforts

- Appoint a club Legislation/Public Policy Chairman or designate a member to be responsible for reporting to the club on GFWC's advocacy efforts and the organization's resolutions.
- Give a club presentation on the GFWC Legislative Action Center. Have one or more members bring their computer to the meeting and help club members sign up for this advocacy tool.
- Educate members on the "**Recognize the Red**" campaign.
- Give a presentation on the bills that will be the subject of the 2018-2020 Legislative Focus Project.
- Reprint information from GFWC in your club newsletter or forward it to members via email.
- Invite a Legislation/Public Policy Chairman or committee member from the national, state, or district level to speak about GFWC's impressive history of advocacy and its current advocacy efforts.

Educate Members on the Legislative Process and How to Advocate

- Present a club program on how a bill becomes a law. Consider playing the video “I’m Just a Bill” from Schoolhouse Rock (available on YouTube), which provides lots of information about the legislative process.
- Encourage club members to contact their senators and representatives via written correspondence, the LAC, or phone calls. Provide them with the tips for communicating with their legislators found in the Club Manual.
- Draft and distribute a sample letter for club members to send on a specific issue.
- **Bring paper, envelopes, and stamps to each club meeting and have members write to their senator/representative urging passage of a bill or write to the senator/representative chairing the committee to which the bill was sent urging it be voted out of the committee. ALWAYS SIGN THE LETTER WITH A RED PEN AND PUT GFWC AFTER YOUR NAME IN RED, WRITE YOUR RETURN ADDRESS IN RED, AND PUT A BIG RED CHECK MARK ON THE OUTSIDE OF THE ENVELOPE.**
- Present a program to teach members about the various levels of government (city, county, state, and national) where they can use their advocacy skills.
- Develop and distribute a directory that lists contact information for public officials and their staff.

Educate Members on the Issues

- If your club becomes interested in a particular issue, invite an elected official to a meeting to discuss that issue. Make this an open meeting, where you invite the general public to attend.
- Become familiar with women’s caucuses at both the state and national level. Determine what issues they are focused on and if those issues interest your club.
- Educate your members and the community on the effect of budget cuts on programs designed to benefit women and children.
- Ask members to be on the lookout for articles on public policy issues that are of interest and/or concern to them. If possible, email these articles to other members or provide them with copies at the club meeting. Use these articles to foster discussion and debate about public policy issues.

Have Your Members Take Action

- Make an appointment with a state or national legislator in his or her home office to discuss GFWC’s top legislative priorities.
- If there is an issue before a legislative body that you want to advocate for or against, hold a letter-writing campaign in your club.
- Hold a legislative day for your club, during which you visit your state legislature or local council meeting to advocate for an issue or piece of legislation that is important to you and your community. Consider partnering with other groups for this day. For instance, if the issue is domestic violence, consider partnering with a state or local advocacy group whose sole focus is domestic violence awareness and prevention.

AWARDS

GFWC recognizes outstanding and creative work in implementing the Legislation/Public Policy program as follows:

- A certificate to one State Federation in each membership category
- A \$50 award to a single club for the most creative and effective project

To be eligible for awards, **each State Federation** may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Legislation/Public Policy program. **Individual clubs do not submit entries.** Award winners will be judged from entries submitted by the State Federations.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



MEMBERSHIP

ADVANCEMENT GUIDE

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

UNITY IN DIVERSITY

The General Federation of Women’s Clubs is proudly represented in thousands of communities around the world by dedicated volunteers working to better the lives of our neighbors, make towns safer and more beautiful, and extend the hand of friendship to individuals near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

GFWC is a network of support for the over 80,000 clubwomen volunteering on local, state, and national levels. Working together, we constitute a powerful, service-oriented organization that provides personal enrichment, leadership opportunities, and many other benefits to its members. GFWC provides the resources and support to help you and your club better serve your community.

The General Federation of Women’s Clubs unites the best and brightest of today’s women into a strong coalition that promotes community improvement through volunteer service. The many benefits of belonging to GFWC include:

- **STRENGTH IN UNITY.** GFWC members gain a stronger voice in shaping public issues through the combined efforts of women serving at the club, district, state, region, and national levels.
- **SUPPORT AND ENCOURAGEMENT.** GFWC offers members a network of women with similar interests and concerns. Fun, fellowship, and lasting friendships are a big part of the GFWC experience.
- **LEADERSHIP TRAINING AND PROFESSIONAL DEVELOPMENT.** Knowledge and experience gained through GFWC volunteer training and community service can help open career doors, enhance a resume, obtain academic credit, or build a new business.
- **A VARIED VOLUNTEER MENU.** GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts, Education, Conservation, Home Life, International Outreach, and Public Issues. GFWC also supports special programs that raise consciousness about domestic violence awareness and prevention and advocates for children.
- **2018-2020 INITIATIVE** - In 1994 Martin Luther King Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. **OUR GOAL IS 1,000 CLUBS PARTICIPATING.**



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- **HEALTH AND HAPPINESS.** Studies show the personal satisfaction that comes from making a positive difference in their communities helps volunteers to live longer, function better, and have lower rates of depression.

MARKETING GFWC MEMBERSHIP

The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons.

DEVELOP AN “ELEVATOR SPEECH”

An “elevator speech” is a brief personal statement about something that is meaningful to you, which can be presented in about 30 seconds—the length of the average elevator ride. Chance encounters at grocery stores, coffee shops, community events, and social gatherings are often great opportunities to share your enthusiasm for GFWC with a potential member. But you have to be prepared. Even if you have more time, boiling down your passion for GFWC to just a sentence or two is a great way to think about the value of your membership.

SAMPLE ELEVATOR SPEECHES:

I am a member of the General Federation of Women’s Clubs, one of the largest women’s volunteer organizations in the world. We are committed to the betterment of our communities through volunteerism and the empowerment of women. GFWC volunteers find joy in living and giving. Here, let me give you one of our cards.

GFWC is the General Federation of Women’s Clubs, one of the oldest volunteer women’s organizations in the world dedicated to service in our communities, state, nationally, and internationally. Our motto is “Unity in Diversity.” We do what needs to be done in our communities. Our national emphasis is Domestic Violence Awareness and Prevention. Would you like to learn more? Here is an informational GFWC tri-fold and my card. May I have your card? I will contact you with information on our next event.

Thanks for asking about my GFWC pin. We are a service organization of women who serve our communities. I have a tri-fold about GFWC, the General Federation of Women’s Clubs, I’d like to share with you. You can also go to www.GFWC.org for more information. Have a great day!

*This is GFWC—the General Federation of Women’s Clubs. We are one of the world’s largest non-profit volunteer organizations for women who work to improve communities. Would you be interested in joining us?
 [Then hand them the GFWC tri-fold with contact information*



PROMOTE THE VALUE OF GFWC

Do you realize that your annual GFWC membership dues are just \$15 a year? Many people spend that much for coffee in a week! Your dues provide you with:

GFWC Club Manual contains resources and project ideas for local GFWC clubs, including:

- GFWC Advancement Guides contain information and resources for successful projects in the areas of Communications and Public Relations, Fundraising and Development, Leadership, Legislation/Public Policy, Membership, and the Women’s History and Resource Center.
- Community Service Programs offer tools for developing and executing action plans to create amazing and effective club projects in Arts, Conservation, Education, Home Life, International Outreach, and Public Issues; and our two special focus areas—GFWC Signature Program: Domestic Violence Awareness and Prevention and the Juniors’ Special Program: Advocates for Children.
- Awards, Contests, and Grants provide recognition and/or monetary gifts to GFWC members, clubs, and State Federations.

GFWC Communication Tools offer up-to-date information to keep members and clubs informed and connected:

- GFWC’s website (www.GFWC.org) is our cornerstone communications resource that provides timely information for GFWC news and information.
- *GFWC Clubwoman Magazine*, our quarterly glossy magazine.
- Get the latest GFWC information delivered straight to your inbox with *News & Notes*, GFWC’s weekly e-newsletter. Read about the latest happenings, special offers, GFWC Marketplace sales, event teasers, GFWC clubs featured in the news, and much more!
- “Like” GFWC on Facebook to join in the conversation—find the latest updates, photos, events and more right in your News Feed.
- Share your GFWC stories, connect with fellow members, and participate for special prizes and offers. Go to www.Facebook.com/GFWCMembers to get started. For up-to-the-minute updates on Federation activities, follow @GFWCHQ on Twitter (www.Twitter.com). You’ll see important ideas and opportunities from GFWC Partners and learn what’s going on at Headquarters before anyone else.

or give them your business card with your elevator speech on the back.]

RETENTION

We need to go out and rebuild and strengthen our core group of members, remembering you cannot go out and recruit new players to a faltering team, right? Many clubs start up again in August/September - start the new club year off right by distributing member surveys - ask THEM what they liked/disliked over the past year. Ask the club officers to give a list of their "Wells & Betters" (what they thought the club did well over the past year and what they thought the club could do better). When you are honest with yourselves on your weaknesses, you can focus on your strengths and come back with a renewed sense of purpose and focus.

ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of your club. New members can lean on and learn from members who have an institutional memory and history of involvement. Working together, experienced members and new members can function like one healthy body—standing tall, moving forward, and making strides toward accomplishing your club's goals. Members who actively participate in their club are more likely to want to continue their membership.

In order to engage your members, your club should ensure an atmosphere of fellowship and friendship, and provide varied opportunities for them to exercise their talents and abilities. Encouraging involvement not only capitalizes on members' creativity and skills but also increases their commitment and allegiance. Members need to feel at home and have a continuing reason to belong. Consider subsidizing a trip to a convention or conference by raffles or fundraisers that would produce the revenue to offset the cost.

Engage a liaison in the schools, preferably a teacher. The liaison would coordinate and oversee the Juniorette meetings, activities, and projects, and ideally also be a member of the sponsoring Woman's Club. Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Ask for and try to implement member suggestions to help keep your club happy, strong, and growing.

SUGGESTIONS FOR ENGAGING MEMBERS

Each club and community is unique. Adopt or adapt the suggestions below to help revitalize and engage your members.

- Encourage member input through a suggestion box, formal interviews and surveys, or by

- Download the GFWC app to your smartphone to have all things GFWC at your fingertips no matter where you go.
- Follow our GFWC Blog that is updated weekly with the latest news and ideas.



PROMOTE THE VALUE OF GFWC

GFWC Member Center, at www.GFWC.org/Membership, contains resources to help members and clubs reap the rewards of GFWC's dynamic network of community volunteers, including:

- Electronic newsletters from GFWC Committee Chairmen with expert suggestions for getting the most out of all aspects of club work.
- Successful club program, project, fundraising, and "Benefits of Belonging" templates that can easily be used as models for adoption and adaptation by GFWC clubs across the nation and around the world.
- Educational and inspirational workshops, webinars, and discussion forums to help enhance and enrich your club's community development efforts.

GFWC Women's History Resource Center provides GFWC members access to GFWC Headquarters and the GFWC archives through tours, exhibits, publications, and interactive history timeline on the GFWC website at www.GFWC.org/what-we-do/whrc. The GFWC WHRC also publishes a quarterly newsletter that all members can subscribe to via the GFWC website. GFWC Affinity Programs offer a variety of member benefits and discounts, including travel and tour opportunities, club liability and D & O insurance, a GFWC affinity credit card, and online shopping through Amazon.com. For more details and up-to-date benefits visit www.GFWC.org/Membership. Add benefits and rewards to this list that are specific to your club. Encourage members to share their own stories about how membership in the club and in GFWC has been valuable to them. Personal anecdotes are a great way to effectively communicate the benefits of belonging to GFWC.



SUBSCRIBE

You can subscribe to *GFWC Clubwoman Magazine* using the subscription form online at www.GFWC.org/news-publications/clubwoman-magazine/ or by contacting GFWC Headquarters at 1-800-443-GFWC (4392). Sign up for your complimentary subscription to *News & Notes* at www.GFWC.org.

just striking up an informal conversation at a club meeting.

- Establish and maintain an effective system of communicating with your members.
 - Institute a telephone tree or email list to remind members of regular meetings or alert them to special events.
 - Create a club newsletter, including a Club President's message; district, state, region and/or GFWC news; your club's community service program activities and results; upcoming club events; club, state, and/or GFWC historical information; member highlights, such as birthdays, member profiles, sunshine reports; local or national public policy issues; and community news and events.
- Encourage attendance at district, state, region, and national GFWC events where important program and Federation information is shared. Be sure to bring back and share with fellow members what you learn. Club leaders should stress that all members are welcome to attend any meetings held by GFWC.
- Keep club projects fresh, relevant, and interesting to the entire membership. If a project is past its time then bury it!
- Initiate brainstorming sessions to give all members a voice in club activities and foster a sense of ownership.
- Clubs can identify who their members are, why they joined the club, and if the club is fulfilling their desires through a survey. Through the years, the reasons why a member remains a member may change based on where they are in their life.
- **Refer to the "How to Retain GFWC Club Members" Guide.**

CONDUCT A GFWC FEDERATION REFRESHER

Research shows a positive program of continuing education on the benefits of belonging to GFWC can help increase a club's overall retention rate. This education process or "Federation Refresher" is essential for instilling a sense of pride and purpose in both new and seasoned members. GFWC continually looks for new ways to improve its benefits and services to members. All members should be knowledgeable about GFWC, which has many programs designed to keep members informed and connected. Include, as a part of this refresher course, why our motto is Unity in Diversity and why it is as important today as it was when it was adopted at the first GFWC Convention.

TIPS FOR HELPING MEMBERS STAY CONNECTED TO GFWC

- Encourage all club members to subscribe to *GFWC Clubwoman Magazine*, which is mailed to subscribers four times per year; and *News & Notes*, a free, weekly electronic newsletter that offers tips and program ideas to enhance your club's community improvement efforts. Subscribe to *GFWC Clubwoman Magazine* using the subscription form in the Resources Section or online at www.GFWC.org/Membership. For your complimentary subscription to *News & Notes*, sign-up at www.GFWC.org. Visit the GFWC Blog and download the GFWC App.
- Share and discuss the *GFWC Club Manual*, a leadership guide providing clubs with essential management tools and community service project resources to enhance the effectiveness of your club. Set aside a time at each club meeting to discuss a section of the club manual.
- Focus part of a meeting on the amazing resources available through the GFWC Women's History and Resource Center, which collects, preserves, interprets, and promotes the historical, social, and political contributions of GFWC and women volunteers. Visit the WHRC online catalog at www.GFWC.org/WHRC, where you can access information and images related to GFWC's history, including archival material, photographs, publications, art, and artifacts. Subscribe to the WHRC Quarterly Newsletter.
- Read and discuss the GFWC Resolutions and Bylaws, which are found online at www.GFWC.org. Resolutions and Bylaws that are up for review and to be voted on at the GFWC Annual Convention are printed in the *Call to Convention*.
- Encourage attendance at district, state, region, and national GFWC events so that members realize the importance of their involvement in a national organization. These meetings are open to all members and truly show the overall influence GFWC has on our world.
- Develop programs that incorporate fun GFWC, state, or club facts; and Federation quizzes, puzzles or games based on board games or TV game shows. Have a "Dear Jenny June" box where members can submit questions they may have about GFWC.

- Invite a state or district leader to speak at a club meeting, building the meeting's theme around her area of expertise.
- Celebrate GFWC Federation Day on April 24 by organizing and conducting a visible community service project. Be sure to wear GFWC emblematic apparel! Wear **RED** so community members will learn to associate the **RED** with a GFWC event.
- Send a request to your mayor or governor to proclaim GFWC Federation Day or your club's federation date as GFWC (Your Club's Name) Day. Highlight the important contributions and community service that GFWC makes on the national, state, and local levels.
- Invite a local news reporter to your club's major community service events. Be prepared to share interesting stories and facts about your club's impact to the community.
- Utilize the GFWC Press Release Template to publicize your club's activities.
- Ask your local town if you can insert a flyer in the Water Bill sharing information about your club and that all are welcome!



START RETAINING MEMBERS EARLY

The process of retaining club members can never start too early. The addition of new members signals the start of the most critical part of any membership plan—new member retention. The first year is the most crucial in a GFWC clubwoman's membership. New members need to immediately feel they can make a meaningful contribution to their community through a vibrant and active club. By encouraging new members to become involved early on, you encourage loyalty and commitment to the club's service program and GFWC's mission. At the end of a new member's first year, let them know how much you appreciate their being in the club. Build on that by asking had the club met their expectations, what had they enjoyed most about being in the club, and what would they like to see added or changed?

WELCOMING AND MENTORING NEW MEMBERS

APPOINT A CLUB MEMBERSHIP CHAIRMAN

While it's true that all members should be involved in the recruitment process, each club should have one person who is willing to step up and take the lead on membership efforts. Appointing a Membership Chairman is an important indication of your club's dedication to recruiting new members and can make a world of difference to the future of your club. The Membership Chairman should be:

- Organized and efficient
- Motivated and enthusiastic
- Knowledgeable and positive about the club and GFWC
- Comfortable speaking in public
- Outgoing and comfortable meeting new people
- Able and willing to delegate responsibility
- Using the "How to Build a NEW GFWC Club" booklet

Here are a few suggestions for ways to incorporate new members into the group:

- Hold a special initiation or induction ceremony for new members and present them with the GFWC member pin. Go to www.GFWC.org/Membership/marketplace/ to purchase the *GFWC Ceremonies Guide* and GFWC member pins.
- Encourage a class of new members to conduct their own service project with an experienced member to provide guidance.
- Find out what skills, talents, and abilities each new member has and is willing to share (e.g. parliamentary procedure skills, computer skills, artistic talents, etc.).
- Following a successful recruitment time, you should have several new members. Make sure you are teaching them all about your club and about GFWC. Host new member orientations during this quarter,

assign Big Sis/Little Sis or Mentors to New Members and be sure to involve them at each meeting so they become more comfortable with the organization.

SUGGESTED GROUP ACTIVITY FOR ACQUAINTING MEMBERS WITH YOUR CLUB AND GFWC

To retain members, everyone must be excited about the club. Pairing experienced and new members to meet and share ideas and expectations is one way to accomplish this task. Listed below are three sample questions, but these can be adapted to each club's needs. This exercise is a wonderful tool for all participants. The questions are thought-provoking, and the information gained can be utilized in future goal-setting for the club.

Have the attendees break into groups made up of equal numbers of experienced and new members to discuss the following:

Experienced Members

1. If you had last year to do over again, how would you do it differently?
2. What advice would you offer to the new members?
3. What accomplishment(s) are you most proud of?
4. What has being a GFWC member brought to your life?

New Members

1. What would you like this organization to mean to you one year from now?
2. Do you have ideas for community service projects?
3. What talents or interests do you have that you feel would benefit the club?

Spend at least 15 minutes in your group discussing these questions. When time is up, gather together as one group and report what was discussed. It is usually more effective to have the experienced members report first, followed by new members.

Another idea would be to hold a Valentine/Speed Dating Theme program where new and potential members rotate through eight (8) different stations (dates). The stations would be the various CSP and Advancement Areas offered through GFWC.

MENTORING NEW MEMBERS

Mentoring is an effective way to promote new members' involvement. Clubs may call these mentors "Federation Buddies" or "Big Sisters." A mentor's responsibilities include explaining your club structure and activities, as well as illustrating how your club fits into GFWC's overall structure. Develop a process for finding enthusiastic, committed members who are interested in serving as an ongoing source of support for new members. Some basic qualifications for a club mentor include:

- A high level of knowledge about and interest in the club and GFWC.
- A willingness and ability to devote the time and energy necessary to help a new member fully participate in club activities.
- A willingness to hold a GFWC Refresher before the club year begins to highlight any changes for new members.
- Having some things in common with the new member (hobbies, interests, profession, etc.).

Mentors can be assigned before or after induction. Your club should determine at what point mentoring should begin and how long it should continue. Each mentoring relationship is different and should be established by both parties involved. However, there are some basic tasks that are common to all pairings, and can include:

- Introducing the new member to every member and accompanying the new member to club meetings to make her feel at home.
- Staying in touch and monitoring the new member's comfort level and involvement in the club.

- Explaining the various club committees and Community Service Programs and suggesting a committee assignment compatible with her interests.
- Ensuring the new member understands all club rules, including but not limited to membership dues, attendance requirements, and committee/project requirements.
- Informing the new member about club, district, state, region, and national meetings and events held throughout the year and attending them with her, if possible.

ENCOURAGE FLEXIBILITY IN YOUR CLUB

There is one thing we know there is just too little of—time. One of the most common reasons why a member leaves a club is lack of time. Respect your members' time and they are more likely to make GFWC a permanent fixture in their lives.

- Streamline meetings to ensure they are as convenient and productive as possible to meet the needs and diversity of your club members.
- Consider the time commitments of members and schedule meetings that accommodate as many members as possible/or offer a "Morning Club and an "After Dark" Club.
- Email or mail the minutes and treasurer's report prior to the meeting, allowing time for members to review for corrections or additions at home.
- Make an agenda and stick to it.
- Keep reports brief and pertinent.
- Two hours is about the right time frame for a meeting.
- Allow time for discussion but set a time limit on debate.
- Provide time either before or after the scheduled meeting for socializing and refreshments.
- Include programs that are interesting, stimulating, and short.
- Create a group called "Morning Moms" that meets in the morning after they have dropped off their kids for school!



MAKE IT EASY TO RENEW

When it comes to paying club dues, make it as easy as possible for your members. Make sure they know when member dues are owed, how much they are, and provide a breakdown of annual dues (i.e., GFWC dues are \$15 per person; add your state, district (if applicable) and club dues).

Consider using a meeting time to collect dues, billing members for them, or making reminder phone calls. Be aware that if a member is delinquent in dues remittance, she may have a financial reason. Club leaders should contact her discreetly to determine if a payment plan may be worked out. Clubs should also consider a fund for such purposes.

Remember rules, regulations, requirements, and traditions are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in best practices, but those rules are not meant to stifle the fun and enthusiasm in your club. Routinely review your club bylaws and standing rules, and consider amending those that are no longer relevant or representative of the majority of member concerns, situations, and interests.



Also review the obligations required from club members. Are members required to attend a certain number of meetings? Are they required to volunteer a certain number of hours or participate in a certain number of programs or projects? Are those or any other requirements too stringent for today's busy women?

MEMBERSHIP

“That whatever our personal opinions are, whatever you think of the question, we are to think first of the LIFE of the General Federation; because in it is the great thought of fellowship and fraternity among women that is to bring us closer and closer to the millennium.”
- Jane Cunningham Croly

“The BEAUTY of GFWC lies in the DIVERSITY of its MEMBERS. ”

RECOGNIZING AND REWARDING MEMBERS

Members are more likely to remain in a club that has a positive and fun atmosphere. Members do not join to be recognized, but it is always nice to have your efforts appreciated. Positive words mean a lot. Honor and celebrate your membership! Plan an anniversary party in honor of your charter date. Celebrate your oldest and newest members. Host an awards ceremony and award members with such honorary titles as Held the Most State Offices/District Offices, Queen of All Things Fundraising, etc. Make them feel special and appreciated.

THANK YOU TUESDAY - GFWC members should be mindful of the benefits they have received from belonging to GFWC and the work of others in the organization. Each Tuesday, ask members to write in a journal something that they are thankful for that is due to their GFWC membership; or write a congratulatory note to a member who just chaired a successful project; or a note saying “Great Idea” to a member who just announced a new project; or call and give encouragement to a member who needs a boost. If your club meets on a Tuesday, you could pass a flashlight and each member lets it shine as she tells what she is thankful for; or on your club birthday have members buy candles for things for which they are thankful. Many people and experiences would not be part of our life except for GFWC. Be thankful you belong and pass it on to others.

Honor and celebrate your membership! Plan an anniversary party in honor of your charter date. Celebrate your oldest and newest members. Host an awards ceremony and award members with such honorary titles as Held the Most State Offices/District Offices, Queen of All Things Fundraising, etc. Make them feel special and appreciated.

RECOGNIZE YEARS OF MEMBERSHIP

Celebrate members’ GFWC service with a variety of GFWC membership pins.

- GFWC Gold Pins are awarded to 50-year GFWC members. The member’s club president requests the Gold Pin, which is free of charge, by filling out the request form that is available at www.GFWC.org. If state and district leaders would like to recognize these long-term members at state or district meetings, they may request information about recent Gold Pin recipients in their area from the GFWC Membership Services staff at GFWC@GFWC.org.
- GFWC Silver Pins, which recognize 25-year members, may be purchased directly through the GFWC Marketplace at www.GFWC.org/membership/marketplace.
- GFWC Five-year, Ten-year, 15-year, 20-year, 30-year and 40-year Pins are available for purchase directly through the GFWC Marketplace and Award Certificates are suggested.
- Go the extra mile to let your members know how thankful you are that they chose GFWC to volunteer with when there are thousands of other organizations they could have given their time to...you can never say “thank you” enough.

CELEBRATE CLUB ANNIVERSARIES

Each year provides an opportunity to celebrate your club’s anniversary. Whether it is five, 10, 15, or 20 years since the anniversary of your founding or federation, consider honoring one member every year with a “GFWC Clubwoman of the Year” award for her dedication and service to your club. Honor a new member with a “GFWC Rookie of the Year” award for her willingness to jump in and get involved.

GFWC acknowledges and celebrates milestone club anniversaries with a certificate, letter from the GFWC International President, and recognition in *GFWC Clubwoman Magazine*. According to GFWC's bylaws, milestone anniversaries are 25, 50, 60, 70, and every five years thereafter (75, 80, 85, etc.). Anniversary dates are based on the date when a club joined the General Federation of Women's Clubs, not the date when the club was founded. (For example, GFWC was founded in 1890, so we cannot recognize the anniversary of a club that is 130 years old.)

To request recognition of your club's milestone anniversary, please contact **GFWC@GFWC.org** or mail your request to GFWC Membership Services, 1734 N Street NW, Washington, D.C. 20036 ATTN: Anniversaries. Please allow at least three weeks to receive and process your certificate request. Your request must include:

- Complete official name of your club
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter)
- Date (year and month, if possible) when your club became federated as part of GFWC
- Date of your club's anniversary celebration; i.e., what date should appear on the congratulatory letter and certificate?
- Name and address of current club president
- Name and address where certificate and letter should be sent if different from club president
- Club's requested deadline for receiving the anniversary certificate

FACILITATE TRANSFERS TO KEEP MEMBERS IN GFWC

If one of your loyal members has to leave your community and club, help her remain part of the GFWC family. Often, when a member moves to a new town, state, or region, she has difficulty finding a GFWC club in her new location. During her busy transition, she may put it off until she eventually loses interest, is contacted by another volunteer group, or fills her life with other activities. Whatever the reason, she is lost to GFWC. It is imperative that we retain her as a member. With your help, we can facilitate her transition into another GFWC club near her new home.



Your State Federation Membership Chairman can help provide guidance on clubs in your state, or you can contact GFWC for advice at **GFWC@GFWC.org** or 1-800-443-GFWC (4392).

RECRUITING MEMBERS

Communities across the country and around the globe benefit from the work of GFWC club members every day. One of the most vital goals we have is to ensure this noble tradition continues into the future. New members can be found everywhere we go - the key is to share GFWC with all of them.

During your recruiting season host events, invite prospects to your meetings, ask members to each bring a friend, focusing on bringing in women from different groups within your community. Make a game of it! Reward members for bringing in new members. For example, every member who brings a guest to the November meeting will receive one raffle ticket for a special drawing at the December meeting. If the guest signs up to be a member, the current member receives 5 tickets for the December drawing. Make sure you have something really special as a gift - something everyone in the club will want - perhaps a gift card to the outlet mall or a popular restaurant in town. Or perhaps you'll raffle off tickets to a highly anticipated concert or event. Or a night at your state convention paid! Regardless, make sure all members who bring in new members are recognized annually for their recruitment efforts.

Recruitment is like planting a tree from a seed. The seed demonstrates that we are all grafted from many diverse backgrounds. Neighbors, friends, co-workers, and family all deserve the chance to be a part of GFWC, because GFWC has, does, and will continue to change lives for the better. It is important we learn how to invite and encourage women to become part of our clubs so that our communities can continue to improve through the work of GFWC volunteers and programs. It is vital to our success in recruiting members that GFWC be recognized in all communities across the country and beyond.

Recruiting, welcoming, and incorporating new members into your club must involve everyone. Member recruitment is an ongoing process that requires the focus and commitment of all members. The most important thing during

this process is to be determined to succeed with your recruitment efforts. Without dedication and follow-through, no recruitment program will be as successful as it could be. Recruitment must have the full support of every club member and viewed as a responsibility of all to increase their clubs membership. Refer to the "How to Recruit New GFWC Members" booklet.

IDENTIFY PROSPECTIVE MEMBERS

Wherever you go, you are bound to meet someone with whom you can talk and share information about GFWC and your club. Direct them to your club's website and GFWC's website (www.GFWC.org). Prospective members are everywhere:

AT THE OFFICE: Invite a co-worker who has expressed interest in a project you are working on to accompany you to a club or committee meeting. Keep her special interests in mind at all times and point out a program that may interest her.

AT SOCIAL GATHERINGS: Neighbors, friends, friends of friends, and even former members are all people to talk to about your club and the projects members are undertaking. Follow-up with a phone call or email. Forward the lead to your club's membership chairman.

AT COMMUNITY MEETINGS: Meetings of other organizations provide opportunities to discuss your GFWC club and to share information about your projects. When you are working in collaboration with a person from another agency or group that is involved in a community service project, discuss other projects in which your club and GFWC are involved, and invite that person to your next club or committee meeting.

Reach out and visit with various ethnic background groups in your community such as Native Americans, Hispanics, African-Americans or Asians as well as many others. Share with them about GFWC and how you could work together for the betterment of your community and then invite them to your club meeting. A new way of finding members is visiting an online service such as "MeetUp." This is a great way to share information about your club and especially to recruit for special events. Or visit "DoSomething.org" which is a global movement for good that targets young people. You could incorporate one of their projects such as a blue jean drive for a local high school - this gives a benefit to the school for students in need and it gets your foot in the door to establish a GFWC Juniorette Club.

ADDITIONALLY, identify other non-profits with the same values and similar missions as your club and GFWC within your community. Host a forum with these groups to share information so you can see where you are similar and then develop a project that can be promoted by both organizations. Example organizations would be with a local Rotary Club or local Civitans Club where you could partner up and build an awareness campaign for a common cause. Communities that have a strong non-profit sector are communities where organizations are not afraid to work together. Remember, "the whole is always greater than the sum of individual parts."

WHILE TRAVELING: Wear your GFWC pin and emblematic apparel and start a conversation with the person sitting next to you. She may not be from your town, or even your state, but you can tell her about GFWC, share a GFWC tri-fold brochure, and offer to help her locate a club where she lives.

AT LOCAL SCHOOLS: Teachers, administrators, and parents of students who have benefited from or participated in club-sponsored programs, projects, or scholarships are likely candidates. This is also a good place to recruit members for Juniorette and collegiate clubs.

GFWC JUNIORETTE MEMBERSHIP

This section is designed to encourage, inform, and assist those who are interested in organizing, sponsoring and joining a GFWC Juniorette club. The GFWC Juniorette membership category was introduced during the 1966-1968 administration of GFWC International President Carolyn Pearce (Florida). She stated: "I can think of no better means of assuring the continuity of Federation work and the influence for community good that we represent than by encouraging the formation of GFWC clubs for Juniores." "

Mrs. Pearce stated that the purpose of a Juniorette club would be:

1. To contribute to a meaningful community life
2. To become aware of community problems and how they could be met
3. To learn the pleasures and rewards of working with a group

The GFWC Bylaws state that Juniorette clubs are comprised of young people in middle/junior and high school. However, the differences in interests, abilities, and maturity between 6th and 7th graders and high school

juniors or seniors suggest that, to be successful...A JUNIORETTE CLUB SHOULD BE ORGANIZED FOR EITHER MIDDLE/JUNIOR HIGH SCHOOL MEMBERS -OR- HIGH SCHOOL MEMBERS, BUT NOT BOTH!

So, You Want to Sponsor a Juniette Club!

Becoming involved with GFWC Juniettes requires a commitment on the part of the sponsor club, the club advisor, and the Juniette club members. The sponsoring club must be an active GFWC Woman's or Junior Club in good standing. Sponsor club members are required to accompany all Juniette club representatives to district, state, regional, and national GFWC meetings.

FINANCIAL OBLIGATIONS OF THE SPONSOR CLUB ARE OPTIONAL AND CAN INCLUDE:

- Helping Juniette club establish an annual budget.
- Assisting Juniette club in mechanics of establishing a club bank account.
- Providing "seed money" to help Juniette club get started on a project or program.
- Covering the cost of the Juniette club's liability insurance for the first few years. Juniette clubs are NOT automatically covered by the sponsoring club's policy, and should carry insurance.

SPONSOR CLUB:

- Accepts responsibility for ensuring the success of the Juniette Club
- Serves as a model of leadership, cooperation, and understanding
- Understands that homework and school activities come first
- Provides guidance and advice when asked
- Allows Juniette Club to assume and practice as much autonomy as possible
- Keeps lines of communication open

CLUB ADVISOR:

- Attends all Juniette meetings and activities
- Has familiarity with parliamentary procedure to help meetings run smoothly
- Is knowledgeable about GFWC and the State Federation
- Serves as a liaison between the sponsor club and the Juniette club
- Is flexible, reasonable, patient, and calm

How to get Started!

The age range of potential Juniette club members will determine where and how to recruit them. Potential members might be:



**SUCCESSFUL RECRUITMENT
EVENT TIPS**

- Begin planning well in advance—at least three months before the event.
- Dedicate a club meeting to brainstorming and ask members to bring lists of potential invitees.
- Consider holding award ceremonies in conjunction with the event. This shows prospective members that the club appreciates and rewards participation and effort.
- Keep the event short, informative, and interesting. Do not inundate prospective members with too much information.
- Choose a date and time that appeal to your target audience. Accommodate women who work during the day or have childcare concerns. Avoid religious holidays.
- Choose a venue that can be accessed via a variety of transportation options. Avoid public areas where the meeting might be disrupted.
- Use the club membership chairman as the contact for the meeting so all questions and RSVPs can be referred to one person.
- Send invitations at least a month before the meeting. Make sure your invitations include the When, Where, What, and Call to Action/RSVP. If all of the information is there, the attendee does not have to research additional information—she just has to RSVP and show up!
- Let invitees know they can bring a friend. New prospects might feel more comfortable attending an event if they can bring a guest.
- Before the event, email members a list of attendees so they are aware of who will be present.
- Download promotional or member benefit information, GFWC materials, and other information from www.GFWC.org/Membership and order GFWC brochures and tri-folds from www.GFWC.org/membership/marketplace.
- Provide name tags for everyone, indicating whether an attendee is a current member or a guest.
- Have a greeter at the door to welcome each guest.
- Have all guests sign in.
- Begin and end on time.
- Ask each attendee to introduce herself and share information about her life.
- Ask each attendee to fill out a Membership Profile and Interest Sheet developed by the club.
- If your club bylaws permit, ask prospective members to join! Have a club membership form available at the meeting. If your club bylaws are restrictive to easy membership, consider reviewing and making amendments to create an open environment for all who want to join your club.
- Follow up with each attendee after the meeting with a phone call, e-mail, or handwritten note thanking her for attending and inviting her to the next meeting/event.

- Children or grandchildren of club members
- High school students with a community service requirement for graduation
- Young people responding to volunteer opportunities posted on the club website

Potential members might be recruited:

- Using social media
- Through a post in the school paper
- From referrals sent from GFWC Headquarters

Invite a core group of potential members to meet with the club advisor and one or two sponsor club members. At this meeting, explain GFWC history and the basic structure for the new club. Brainstorm ideas on how the new club could attract additional members. Encourage the girls in attendance to commit to each bringing at least one friend to the first meeting.

The Sponsoring GFWC Club is responsible for organizing the first meeting. If the first meeting is to be held in school, check with school administration regarding any requirements or restrictions.

- Select a neutral, easily accessible public facility for the meeting
- If meeting is held on a school night – adjourn early
- Invitation should be friendly and brief, but informative
- Add a “hook” that will appeal to potential members, such as “we need your help to” (mention potential project) or “let us help you graduate” (if community service required for graduation)
- Include a phone number and an email address to RSVP

The First Meeting

Keep the meeting short and simple – 90 minutes max. Have light refreshments available.

- Have all attendees sign in with their contact information
- Introductions and Icebreaker
- Brief overview of GFWC and intro of GFWC Sponsor Club
- Review program areas, giving examples of potential club projects
- Describe officer roles and duties and explain that nominations and elections will happen at the second meeting
- Explain dues structure -DUES: Per capita annual GFWC DUES for Juniores are \$10
- Describe voting rights and representation at all levels of Federation
- Leave time for Q&A



COMMIT TO FORMING NEW GFWC CLUBS

A successful campaign to form a new GFWC club starts with a firm, focused commitment by club, district/region, and/or state leadership. GFWC members and officers at all levels need to promote the formation of new clubs at every opportunity. Commitment means that all GFWC members are ready to do what needs to be done to help get new clubs up and running. Commitment does not end when a new club is chartered. Months, often years, of nurturing and mentoring will ensure that the new club becomes an established club with members who understand and appreciate the benefits of GFWC membership. Utilize the “How to Build a NEW GFWC Club” booklet.

Teamwork is the key to success. Building a new GFWC club can be a long process, but it is definitely a rewarding one. Appoint a New Club Formation Team at the club, district, state, and/or region level, ensuring that the members of the team represent various geographic areas. Members of the team should be:

- Enthusiastic, motivated, knowledgeable, and positive about GFWC
- Willing to travel throughout the community, district, state, and/or region
- Comfortable speaking in public
- Ready to delegate and willing to accept delegated responsibilities
- Ensure that team members know state-specific membership information. Check your state yearbooks or websites to obtain:
 - * State membership application forms or applicable state membership eligibility requirements for clubs
 - * How the chartering process is accomplished
 - * Financial details relevant to new clubs (i.e., amount of state dues, the amount of GFWC dues—currently \$15 per person, per year—and when and how dues are collected)

- Ask for a motion indicating desire of group to move forward with establishing the club and set a meeting date, time, and place for second meeting
- Remind the girls to each bring a friend to the second meeting in an effort to build membership

The Second Meeting

At this meeting, the club will work on getting itself organized and will be introduced to the formal meeting structure of preparing an agenda and other procedural issues.

- Have name tags available and encourage the girls to sit with other girls they do not know
- Advisor opens the meeting by welcoming returning and first-time attendees
- Agendas are distributed that have the Juniorette Pledge printed on them
- Advisor reviews officer roles and duties as well as parliamentary procedure for nominating and electing officers
- Advisor leads girls in officer elections
- Decide on a club name
- Set a permanent meeting date, time, and place for meetings
- Ask for a motion indicating desire of group to adjourn

The Third Meeting

With this third meeting, the new officers will take over the meetings, with the Advisor helping and providing advice.

- The Advisor may wish to hold a formal officer installation to open the meeting
- The new Juniorette President then takes over meeting with welcome
- Group recites Juniorette Pledge
- New members and guests are introduced
- Bylaws are presented
- Discuss Bylaws
- Adopt Bylaws by majority vote
- Collect dues
- The club Advisor and Treasurer should open a bank account, separate from the sponsor club. *Be aware of your bank's age restrictions on opening an account.
- Survey the interests and abilities of members
- Brainstorm activities members are interested in pursuing
- Narrow down suggestions to three or four possibilities and VOTE!
- President asks for (or appoints) volunteers to form a committee to start organizing the first project
- President asks for (or appoints) a Communications Committee
- Committee will contact members to remind them of next meeting
- End meeting with refreshments/social time

The Juniorette club now becomes a member of its State Federation. It is the responsibility of the State Federation to forward the dues payment and Juniorette club information to GFWC as soon as the club joins the State Federation.

When the Juniorette club information, including dues, is received at GFWC; the Juniorette club:

- Becomes a member of GFWC
- Is entered into the GFWC database
- Receives the GFWC New Club Packet, which includes a certificate of membership, letter of welcome from the GFWC International President, the GFWC Club Manual, subscription forms, brochures, the latest issue of *GFWC Clubwoman Magazine*, and "Juniorettes Step Up" button.
- Receives a complimentary subscription to *GFWC Clubwoman Magazine*, which is mailed to the club president, to share with club members
- Receives all mailings sent to GFWC clubs
- Is encouraged to subscribe to "News & Notes"
- Receives voting credentials for the GFWC Annual Convention
- For additional information on starting a GFWC Juniorette Club, please contact:

Karyn M. Charvat, Juniorette Chairman
GFWC Great Lakes- GFWC IL
karyncharvat@comcast.net
(815) 814-5209

In addition to personal contacts, there are many other ways to increase your recruiting effectiveness. You can market club membership all over town. Unleash your imagination. Through a club website, advertisements in local newspapers, news articles, brochures, and flyers, you can get GFWC information to schools, college alumni associations and student clubs, your local PTA, professional associations, libraries, chambers of commerce, community buildings, beauty salons, grocery stores, shopping malls, health clubs, doctors' offices, places of worship, wives' clubs at local military bases—the list is endless.

REFERRALS FROM HEADQUARTERS

The GFWC website (www.GFWC.org) is often visited by women interested in joining a volunteer community service organization. Usually contact is made by email and is received by the GFWC Membership Services Department. Contact information for potential new members is sent from GFWC to the respective State Membership Chairman. These potential members have already taken the first step in learning more about GFWC by contacting us. They are already interested in getting information about clubs near their homes. They want to become involved. The hard part is already done! This is what happens next:

1. Upon receiving information regarding an interested member at GFWC Headquarters, an email is immediately sent to her, and her original email is forwarded to her respective State Membership Chairman and State President.
2. The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president and provides her with the prospective member's contact information.
3. When your State Membership Chairman, State President, or District Officer contacts you with the name and contact information of a potential member, don't let this promising lead slip away. A quick phone call or email is all it takes to acknowledge her interest and invite her to join your club.

PUBLICIZE YOUR CLUB

An effective public relations program can enhance your efforts to increase membership. All clubs are encouraged to have a public relations coordinator who works closely with the membership committee. While most people think of public relations as garnering attention from the media, it is actually much more than that. Public relations is the ongoing process by which a favorable image is created and projected to many audiences—members, potential members, and the general public, as well as the media.

Make use of all your local media outlets—newspapers, radio stations, TV, and cable stations. Use social media to invite prospective members to join fellow clubwomen across the country on GFWC's Facebook page at www.Facebook.com/GFWCMembers.

How a club is perceived in the community is vital to its ability to gain new members, raise funds, and provide services. The more people know about what your club is doing and how successfully it is doing it, the more likely it is that they will want to become involved. Your State Public Relations Chairman and the Director of Communications at GFWC Headquarters also can provide assistance.

PLAN AND EXECUTE A RECRUITMENT EVENT

After identifying a list of prospective members, one of the most effective ways to transition them into your club is to host a recruitment event. Look to your town and to the GFWC Community Service Programs for ideas.

- Ask a new restaurant in your area to sponsor your club in exchange for the business you'll generate through recommendations and return visits or have a party centered around a GFWC Community Service Program. For example, October is Breast Cancer Awareness Month. Consider partnering with a local hospital to make comfort pillows for breast cancer survivors.
- New recruits that see immediate impact of a project are more likely to return and join. Post photos on your social media of the actual event and the project's impact. This will peak their interest further in your club.
- In honor of National Library Week in April, think about sponsoring a Discovery Room, containing learning tools such as puzzles, books, blocks, etc., for preschool aged children to explore and discover new

knowledge. Don't forget to include club information and fun activities for their mothers.

Research shows clubs most successful at attracting new members are clubs that plan relevant, stimulating, and meaningful programs which contribute to the positive growth of the individual and the community. GFWC offers many interesting and new ideas through its six Community Service Programs: Arts, Conservation, Education, Home Life, International Outreach, and Public Issues, as well as in special program areas: GFWC Signature Program: Domestic Violence Awareness and Prevention and Juniors' Special Program: Advocates for Children.

Utilize the "How to Recruit New GFWC Members" booklet for more ideas.

PARTICIPATE IN GFWC'S "UNITED BY DIVERSITY" RECRUITMENT CAMPAIGN

Recruitment is a year-round process, and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Clubs may plan creative membership recruitment campaigns and events around the many national awareness issues that are aligned with GFWC Community Service Programs, special programs, and commemoration days and months. The possibilities are endless when we look to DIVERSITY for guidance.



Always include Federation facts, food, and fun. Clubs achieving and reporting three new members as a result of their recruiting efforts will be recognized in *GFWC Clubwoman Magazine*.

Send the name of the recruiter and the names and contact information of the active, dues-paying new members to your State Membership Chairman. Only your State Membership Chairman is able to order the pins and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your State Membership Chairman. Clubs should maintain accurate recruiting records that can be passed from one administration to the next.

SET GOALS FOR GROWTH

Look to increase your clubs membership by 20% by 2020.

Retention is critical to building GFWC. Set a goal to thank and ask our committed members to help increase our GFWC sisters.

Everyone should have a goal.

- Individual members should set a goal to invite at least one prospective member to a meeting.
- Every month, ask one long-term member to share the advantages of a GFWC membership at the meeting.



GFWC'S "UNITED BY OUR DIVERSITY" RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in our popular membership recruitment campaign.



June, July, and August

RETENTION

Report due September 1



September, October, and November

RECRUITMENT

Report due December 1



December, January, and February

MENTORING

Report due March 1



March, April, and May

RECOGNITION

Report due June 1

- Club Presidents should reach out to other clubs to see what they are doing to gather members.
- Districts and Counties should share success stories with each other.
- State Presidents should talk with each other on their objectives and goals.
- 20% by 2020 gives you eight quarters to achieve your goal. For example, if your club has 10 members, a 20% increase would equal two new members.

WELCOME POTENTIAL MEMBERS TO YOUR CLUB

The day a new member joins your GFWC club is the beginning of a long and mutually rewarding relationship. Consider conducting a new member orientation and/or holding an induction ceremony to create an environment that will ensure that your new members are well-informed and feel welcome:

- Before meetings, offer rides so they do not have to worry about finding the location or entering alone. Fear of walking in alone could hold a potential member back.
- Designate a current member or team to greet attendees at the door.
- Consider designing a seating arrangement to encourage current members to break out of cliques and sit next to new ones so they immediately feel included.
- Conduct an ice breaker exercise at the beginning of any meeting attended by potential or new members that introduces them to the club in a fun and memorable way.
- Hold a meaningful induction ceremony during a regular membership meeting or at a separate event to instill a sense of pride in belonging to GFWC. Present the new members with a GFWC Member Pin. Contact GFWC Membership Services at **GFWC@GFWC.org** to request a special letter from the GFWC International President.
- Sample Induction Ceremonies can be found in the *GFWC Ceremonies Guide*. Electronic copies are available via request to GFWC, and hard copies are available for purchase through the GFWC Marketplace at **www.GFWC.org/membership/marketplace**.

CELEBRATE YOUR CLUB MEMBERS' RECRUITMENT SUCCESSES

Star Recruitment Pins and Circles are GFWC's recruitment incentive for clubwomen. The first five awards, recognizing members who have recruited five to 29 new members, are



GFWC MEMBERSHIP QUICK TIPS

Recruit

- Ask friends, relatives, co-workers, neighbors, or teachers to join.
- Hold a recruitment event in your community.
- Advertise by leaving information in doctor's offices, beauty shops, churches, and businesses.
- Ask again — sometimes life circumstances change. It might take three times.
- Develop an elevator speech.
- Wear your pin or emblematic apparel. It will start a conversation.
- Create a club website and Facebook page.
- Retain & mentor.
- Assign a seasoned member to new members to mentor.
- Ask for member input about meeting and fundraising ideas.
- Communicate through a monthly newsletter and email alerts.
- Offer transportation options to those who don't drive.
- Get members involved in district, state, region, and national conventions.
- Make your club meetings interesting and informative.
- Involve members by using their skills and talents.
- Reward accomplishments.
- Give pins and certificates for 5, 10, 15, 20, 25, 30, 40, and 50 year anniversaries.
- Feature your members in your monthly newsletter.
- Be flexible to the needs of your members.
- Try combining a new member with a seasoned member as co-presidents.
- Make sure your club members are subscribing to *News&Notes* and *Clubwoman Magazine*.

Revisit

- Don't get stuck in "We always did it this way."
- Do yearly surveys to see what type of meetings your members want.
- Educate members yearly on the benefits of belonging to GFWC and their goals.
- Don't be afraid to try new things.

Notes

- Grant Forms can be downloaded from **www.gfwc.org/gfwc-resources**
- Application to initiate a new club can be downloaded from **www.gfwc.org/gfwc-resources**

small, star-shaped pins with a butterfly clasp and a chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 to more than 50 new members will be awarded the appropriate color circles to wear behind their star pins. These awards are cumulative and cross administrations. There are 10 levels.

GFWC MEMBERS WHO RECRUIT:

Five to nine new members receive a white star

10 to 14 new members receive a red star

15 to 19 new members receive a blue star

20 to 24 new members receive a silver star

25 to 29 new members receive a gold star

30 to 34 new members receive a white circle to be worn behind the star pin

35 to 39 new members receive a red circle to be worn behind the star pin

40 to 44 new members receive a blue circle to be worn behind the star pin

45 to 49 new members receive a silver circle to be worn behind the star pin

50+ new members receive a gold circle to be worn behind the star pin

Send the name of the recruiter and the names and contact information of the active, dues-paying new members to your State Membership Chairman. Only your State Membership Chairman is able to order the pins from GFWC. Questions about GFWC Star Recruitment Pins should be directed to your State Membership Chairman.

ACTIVITIES FOR ACQUAINTING MEMBERS WITH GFWC

1. Pair an experienced member with a potential or new member making sure they do not know each other.
2. Distribute paper and writing implements to each participant.
3. Ask each participant to write ten personally descriptive words or phrases. Include information on family, interests, hobbies, employment, etc. Allow five minutes.
4. Direct one of each pair to tell her partner about herself, in a conversational style using the list as an aid. Allow five minutes.

This group exercise is a unique way to get people talking and introduced to the club.



ADDITIONAL TRAINING

Meetings at every level of GFWC (district, state, region, and national) offer a variety of training opportunities, including membership workshops, roundtables, and informal get-togethers. Meeting attendance provides an expanded perspective on the breadth and depth of GFWC activities and accomplishments at every level.

ESTABLISHING NEW GFWC CLUBS

GFWC clubs and individual members are encouraged to make the commitment to build a new GFWC club or federate an existing, non-GFWC club. A club may choose to sponsor a club in the same membership category, but it isn't required. A Woman's club can sponsor the formation of a collegiate club out of a local university, or a Junior club could sponsor a Juniorette club made up of some of its members' daughters and their friends. All clubs interested in forming new clubs should contact their State Membership Chairman and/or the Membership Services Department at GFWC Headquarters for assistance.

GFWC MEMBERSHIP CATEGORIES

Before embarking on forming or federating new GFWC clubs, it is important to understand the types of GFWC membership categories specified in the GFWC Bylaws, as well as those defined by membership practices. The following are active membership types recognized by GFWC:

ACTIVE

WOMAN'S CLUBS

Woman's Clubs are clubs that are not otherwise designated as Juniorette, Junior, International, or National Clubs. This group constitutes the largest portion of active membership.

JUNIOR WOMAN'S CLUBS

Junior Clubs hold active membership status and participate in the regular programs of GFWC. Junior Clubs vary in age range, and not all states have Junior Clubs or membership categories. Some State Federations place an age cap on Junior membership. Other State Federations support Junior membership at any age. On the national level, GFWC Junior clubs are represented by the GFWC Director of Junior Clubs, a nationally elected officer who serves as a member of the GFWC Executive Committee and who presides over all Junior functions at GFWC meetings.

JUNIORETTE CLUBS

Juniorette Clubs are composed of young women in junior or senior high school with an age range from 12 to 18 years. Juniorettes may have voting privileges at the GFWC International Convention, are eligible for awards, and have reporting responsibilities, just like all active membership clubs. Juniorette clubs are sponsored by a Woman's club, Junior club, districts or State Federations. It is recommended that a Juniorette Club not be organized unless there is a regular GFWC advisor assigned to it. For further guidelines on organizing a GFWC Juniorette Club, refer to the Juniorette Handbook available on the GFWC Resource Page on GFWC.org.

NATIONAL CLUBS

National Clubs are clubs that have a nationwide membership composed of State Presidents or State Directors of Junior Clubs from one administration. In addition, the GFWC Booster Club falls within this membership category. Boosters are composed of friends, relatives, and spouses of individual members. National Clubs pay per capita dues directly to GFWC.

INTERNATIONAL CLUBS

International Clubs are clubs whose membership is based outside the United States. Such clubs pay per capita dues directly to GFWC.

ASSOCIATE

NATIONAL ORGANIZATIONS

National organizations are organizations with national scope whose work is germane to GFWC programs.

INTERNATIONAL AFFILIATES

International Affiliates are clubs, federations, and associations whose work is germane to GFWC programs and are based outside the United States. Affiliates pay flat-rate dues. If someone in your club has an international connection, consider sponsoring the creation of a GFWC International Affiliate.

Contact the GFWC International Liaison Committee for assistance in developing International Affiliates. The committee is responsible for maintaining communication between International Affiliates and GFWC through both traditional correspondence and electronic communications. Goals of the 2018-2020 International Liaison Committee include stronger relations with all international members, increased visibility in GFWC publications and on the website, and encouraged attendance at GFWC Conventions.

CONSIDER ESTABLISHING SPECIAL INTEREST CLUBS

COLLEGIATE CLUBS

Colleges and universities are an excellent source for GFWC members. Campuses often face the same challenges as other traditional communities. A collegiate club could meet the unique needs of the campus, as well as

provide a service opportunity that accommodates the lifestyles of students. Junioresettes who have graduated to college settings could help form these clubs and maintain their GFWC affiliation.

Identify an energetic leader to serve as organizer. A member of the school's faculty who is a current or former GFWC club member is an ideal choice. It is important to provide a constant figure such as a faculty advisor due to the transient nature of students. Invite potential members from all segments of the campus community—full- and part-time students, residents and commuters, and all years. Make sure to receive proper authorization from the school's administration if the club must be affiliated with or recognized by the school. Collegiate clubs are considered active membership clubs with appropriate voting privileges.

CYBER CLUBS

This new type of club is designed for women who want to make new friends while making a difference in their communities through volunteer service, but cannot, for whatever reason, attend regular club meetings in person. Most interaction is conducted through email, Facebook, Twitter, and other social media technology. Traditional clubs may even have "cyber members" who "attend" meetings via Podcast, Webinar, or Skype. Cyber clubs are active membership clubs with appropriate voting privileges.

SINGLE ISSUE CLUBS

GFWC offers diverse Community Service Programs, but a club is not required to participate in all of them. It is acceptable, and may be beneficial, for a club to address a single issue. Single issue clubs are active membership clubs with appropriate voting privileges.

WORKPLACE CLUBS

In looking for sources of new clubs, consider the workplace. Women working together in government, university, or corporate offices already have some things in common. Workplace clubs might hold breakfast, lunch, or dinner meetings, which are appropriate to the workplace schedule. Workplace clubs function the same way as other clubs, choosing community projects, building friendships, and discussing topics of interest. They are active membership clubs with appropriate voting privileges.

RETIREMENT COMMUNITIES

Retirement Communities for the over 55 group is growing each day. This is a great place to start a new club. Many past members from various states can be found in these communities and their knowledge of GFWC can prove invaluable when establishing clubs such as these. Visit with the Retirement Communities Activities/Social Director and show how establishing a GFWC club is beneficial to their residents.

IDENTIFY A CORE GROUP OF MEMBERS FOR A NEW CLUB

Take a good look at your district and state. Get a map and locate every community where a GFWC club does not exist and mark it on the map with colored thumbtacks or a marker. To help provide you with a clearer picture of where to focus your efforts and how to evaluate target communities, consider the following:

- Identify communities in close proximity (within 25 miles) to one that already has an existing GFWC club, making it easier to mentor a new club.
- Is there a new suburb in a community populated by new arrivals?
- Is there a club that may have been a GFWC club years ago? Providing a great presentation on the benefits of GFWC membership could encourage that club to refederate and reconnect to its GFWC history.
- There are thousands of universities, colleges, and junior colleges in the United States. Which post-secondary educational institutions are located in our community that might consider sponsoring a collegiate club?
- What local junior and senior high schools do not have a Junioresette club?
- Are there mid-sized to large-sized businesses to build a GFWC workplace club?
- Is there an active adult senior living retirement community without a GFWC club?

PLAN YOUR NEW CLUB'S FIRST MEETING

Determine where the initial club meeting will be held. Look for a well-known, neutral location, such as an historic home, museum, community center, or library. Look for a site that will appropriately accommodate the number of people expected to attend. A room that is too small will feel cramped, while a room that is too big will make even a great turnout look paltry. Avoid religious or political locations for the initial meeting.

The first meeting is a very important event. Bring along a variety of GFWC membership and promotional materials, such as brochures, state membership applications and program information, model bylaws and parliamentary briefs, and the *GFWC Club Manual*.

Attendees may feel out of their comfort zone, so it is important to welcome each of them as they arrive and present them with name tags. Decide ahead of time who will chair the first meeting: a team member, state officer, sponsoring or mentoring club member, or an enthusiastic prospective member. Depending on the level of interest and ability, one of the core group could be encouraged to chair the meeting. If this is the case, the new club formation team should provide guidance. Have an agenda prepared to ensure all business is covered, and distribute a copy to each attendee. Appoint or elect a temporary secretary to take the minutes.

First impressions are critical. The first meeting with prospective new club members should be organized, informational, and include an ice breaker.

Keep it simple. Provide some highlights of GFWC history using resources from the Women's History and Resource Center, share information about the many benefits of belonging to GFWC, and review the six GFWC Community Service Programs and two Special Programs from the *GFWC Club Manual*. Keep the presentations short and provide plenty of time for questions and answers. Provide enough information about GFWC to demonstrate the benefits of belonging but be careful not to overwhelm attendees.

During the informational meeting, identify people who seem particularly excited about the new club and whose energy and enthusiasm appear to be contagious. Look for those who are especially well connected in the community. These individuals will be critical in making the new club part of the community and attracting additional members.

At the end of the meeting, ask whether the attendees are interested in forming a new club. For those who are interested, decide when would be a convenient day, time, and location to attend an organizational meeting. This will encourage the prospective new members to assume control of the club. Have informational packets prepared to send home with prospective members so they can read more about GFWC at their leisure.

Follow up with prospective members by phone, email, and/or a personal note after the informational meeting to reinforce the connection and maintain enthusiasm. Be sure to mention the day, time, and location of the next meeting and invite the attendees to provide names, addresses, telephone numbers, and/or email addresses of friends and family members who might be interested.

THE SECOND MEETING

The New Club Formation Team and sponsoring or mentoring club members should attend the second new club meeting at the previously determined day, time, and location. Important business and votes will be conducted at this meeting including:

- Choose a name. It is **required** that all new clubs include "GFWC" in their name, such as GFWC [town name] Woman's Club.
- Determine the club's purpose and mission.
- Establish the amount of dues to be collected. Dues are calculated based on the total amount of dues for GFWC, your respective State Federation, district (if applicable), and what the club decides it will need to function effectively.
- Create club officer positions. Traditionally, clubs have at least a president, vice president, secretary, and treasurer, though more positions may be needed for larger clubs. Clubs of ten members or less need only a president and a secretary. Consider also terms of office and how officers will be elected (via a nominating committee or directly).
- Establish a bylaws committee of at least three members to draft the club's bylaws for review and adoption

by the entire club. The committee should use the GFWC Parliamentary Briefs and Model Bylaws as guidelines.

At the conclusion of the second meeting, determine by consensus the time and place of the next meeting. The new club formation team, or sponsoring or mentoring club, may ask the new club members to make the necessary arrangements for the third meeting, including securing the meeting space, creating and sending the invitation/communication, setting up refreshments, etc.

THE THIRD MEETING AND BEYOND

There is no set formula for how the club building process evolves. It may take longer than three meetings to decide on a club name or draw up bylaws, but don't be discouraged. A new club can take over a year to get on its feet. Perseverance is much more important than speed. As long as the new club is not losing momentum, there is nothing to fear from a slow start. Just don't give up on the new club. The New Club Formation Team or sponsoring club representatives should attend meetings of the new club, gradually transferring administrative responsibilities to the new club members. It may take some work, but when the new club is achieving great things for its community on its own, all the effort will be worth it.

CHOOSING A CLUB PROJECT

In addition to taking care of administrative business, the third meeting is the appropriate time to discuss projects the club members might be interested in undertaking. Encourage each member to share information with the group about a project or program in which she is interested or involved. These are potential projects for the club to consider. As an added value, members will get to know each other better and have a sense of the range of projects on which they can work.

Interaction among attendees will increase their sense of involvement and ownership in the club. Smaller groups should be encouraged to engage in informal, freewheeling general discussion on any and all topics raised. Larger groups may have to be divided into discussion groups to allow each person a chance to have her voice heard.

Once the discussion is complete, the new club should democratically choose its first project based on community needs and available club resources. This will be the first of many Community Service Projects voted on and accomplished by this new club.

MAKING IT OFFICIAL-THE NEW CLUB APPLICATION AND CHARTER PROCESS

The New Club Formation Team or sponsoring club should guide the new club's officers through the club membership application process. Membership applications and eligibility requirements are established through the State Federation.

Contact your State President and/or State Director of Junior Clubs to make arrangements to present the new club with its Charter at a state meeting. Everyone should enjoy the celebration of accepting a new club into the GFWC family. The new club deserves the recognition, and it will reaffirm for others in the state that it is possible to form new clubs.

CONNECTING NEW CLUBS

Orienting new clubs to the benefits of belonging to GFWC is as important as orienting new members to their local club. GFWC wants to let new clubs know as soon as possible that they have access to the many benefits provided to them through Federation.

Since State Conventions are generally held in the spring and GFWC dues are not collected until the following February, there is often a disconnect between GFWC and the new club. GFWC cannot provide a new club its complimentary *GFWC Clubwoman Magazine* and *News & Notes* subscriptions and other benefits until it receives documentation that the club is officially recognized by the State Federation as a new GFWC club.

Even if a State Federation chooses not to remit the club's dues until the next February deadline, it should provide a copy of the New Club Form, available under 'Forms' at www.GFWC.org/membership/gfwc-resources, and club bylaws to GFWC as soon as possible. To engage the new clubs right away, GFWC Membership Services Department will enter the new club's information in the GFWC member database, send out a welcome letter and certificate, and

complete subscriptions to *GFWC Clubwoman Magazine*, *News & Notes*, and other special mailings.

When the club's dues are received at GFWC Headquarters, the club will receive a full New Club Welcome Packet, which contains the complete *GFWC Club Manual*, GFWC brochures, mini tri-folds, WHRC brochures, a club president pin, and other resources of value to a new club.

INSTALLATION OF NEW OFFICERS

If possible, the State President, district president, state board member, and/or, if applicable, the State Director of Junior Clubs or district junior director, should install the new club's officers. This reinforces the club's connection to GFWC and lets the members know how important they are to our organization.

Installations are based on the duties of the offices as outlined in the club's bylaws. The club should supply the installing officer with her list of duties. Ceremonies are as varied and diverse as our membership.

Sample Induction Ceremonies can be found in the *GFWC Ceremonies Guide*. Electronic copies are available via request to GFWC and hard copies are available for purchase through the GFWC Marketplace at **www.GFWC.org/Marketplace**.

NURTURING THE NEW CLUB

Transitioning a club to stand on its own is a delicate process. It must become independent, but don't discontinue involvement too soon. The new club formation team or sponsoring club should be prepared to nurture the new club for one to two years. District and state leaders should also be involved in this process, checking in and providing guidance when necessary. When it appears that the club has a firm foundation, cut back on the visits, but follow up with occasional phone calls and emails.

Be sure to nurture, but not dominate, the new club. It needs to build its own history based on the interests and styles of its members. It is okay if the new club does things differently than the sponsoring club or how the New Club Formation Team suggested. The important thing is that the new club is given the tools and support needed to succeed. With this sort of mentoring and guidance, the club members will know the value of GFWC and will thrive.

GRANTS

GFWC grants are available to clubs to assist with recruitment efforts and to districts to assist with club building efforts. Funds are designated each GFWC fiscal year beginning July 1 and ending June 30 to help underwrite membership recruiting and rebuilding in your community. GFWC offers \$50 for club member recruitment programs and \$100 for district new club building programs.

To apply for a club membership grant, please visit **www.GFWC.org/Membership**, email **GFWC@GFWC.org**, or contact 202-347-3168, to receive an application. You must return the application form to GFWC Headquarters at least 45 days prior to your event. While a GFWC club or district may submit grant applications for separate events, GFWC will award a maximum of one grant per club/district per GFWC fiscal year.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership programs, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Membership program. Clubs do not submit entries directly to GFWC.

A \$500 award will be given at the 2020 GFWC Annual Convention to one state in each GFWC membership

MEMBERSHIP

category that records the largest number of new clubs federated with GFWC during the 2018-2020 GFWC Administration. State membership chairmen must send the completed New Club Form to GFWC Headquarters within 60 days of the new club's federation date in order for the new club to qualify. Dues for the new club must be received by GFWC no later than the next February 15 dues deadline. The award is based solely on information provided to GFWC via the New Club Forms submitted between July 1, 2018, and May 1, 2020.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



WOMEN'S HISTORY AND RESOURCE CENTER

ADVANCEMENT GUIDE

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

WHRC PAST, PRESENT, AND FUTURE

The Women's History and Resource Center of the General Federation of Women's Clubs, celebrating over 30 years of preserving historical records and providing quality reference service to members, officially opened at GFWC Headquarters in Washington, D.C. on May 1, 1984.

The WHRC invites GFWC members, the research community, and the general public to explore the rich history of women volunteers by providing access to GFWC's expansive collections. Readily available reference service, interactive technology, educational programs and publications, creative exhibits, and dynamic partnerships await those interested in using all GFWC has to offer. Preservation of historic records, buildings, and artifacts; the organization and publication of club history; and creative ways to use GFWC's history for community outreach are some of the benefits of membership all made possible through this invaluable resource.

GFWC's history is full of examples of successful projects that demonstrate the important relationship between grassroots and international efforts, the significance of long-range planning and thoughtful organization, and the value of community service in developing strong and compassionate leaders.

The *GFWC Women's History and Resource Center Advancement Guide* encourages clubs to investigate and document their own history by learning about our past. We hope this information will motivate and provide the incentive for you and your club members to explore and boast about GFWC's amazing history, which will serve to help facilitate a growing and purposeful future.

May 1, 2014 marked 30 years since Vice President George H.W. Bush cut the ribbon opening the GFWC Women's History and Resource Center. Since that historic day, GFWC clubwomen have generously contributed time, funds, and historical materials to the WHRC, making it a pearl among the country's women's history research centers.

Help us celebrate by becoming a Friend of the WHRC today! Your donation will help the WHRC engage in outreach activities, preserve and catalog the WHRC's multimedia collections, build the research library collection of publications on women's history, and offer internships and research fellowships. Make your donation through the GFWC Marketplace today!



2018-2020 WOMEN'S HISTORY AND RESOURCE COMMITTEE

Jo Anne A. Reid, Chairman

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2018-2020 INITIATIVE

In 1994 Martin Luther King, Jr. Day in January was declared a National Day of Service. Each and every club in GFWC is asked to do a service project on that day. It may be in any area, any type of project. OUR GOAL IS 1,000 CLUBS PARTICIPATING.

OVERVIEW OF GFWC COLLECTIONS

The GFWC Women's History and Resource Center manages the organizational archives of the General Federation of Women's Clubs, related special collections, and a complementary research library. Our Archives document GFWC's historical development from 1890 to the present, including the role of GFWC clubwomen in promoting education, leadership, and social and political advocacy in the broad programmatic areas of art and literature, conservation, personal and

public education, public and international affairs, and home and community life.

GFWC programs have included advocacy for women's suffrage, child labor and juvenile court laws, community and family health reform, the establishment of national parks, the preservation of Native American culture, peacetime uses of technology, libraries and literacy, wartime service, the Equal Rights Amendment, and international humanitarian efforts. GFWC members number some of the most prominent women of their respective eras, including Julia Ward Howe, Jane Addams, Julia Lathrop, Alice Lakey, Mary Belle King Sherman, Eleanor Roosevelt, and Margaret Chase Smith.

Special Collections held by the WHRC include State Federation and club histories, oral histories, photographs, and art and artifacts. GFWC's most significant "artifact" is its Washington, D.C. Headquarters, which was designated as a National Historic Landmark in 1991.

GFWC's Research Library consists of nearly 5,000 publications that provide a broad context for researching the history of GFWC and women volunteers. The GFWC Collections Management Policy, which defines how GFWC collections are acquired, managed, and preserved, can be found at www.GFWC.org/Membership.

OVERVIEW OF WHRC RESOURCES, VOLUNTEERING OPPORTUNITIES, AND PROJECT IDEAS

HOW CAN THE WOMEN'S HISTORY AND RESOURCE CENTER HELP ME AND MY CLUB?

Your club's history is valuable to your community and to GFWC. The WHRC can help you preserve your club's archives, record the oral history of longtime members, and write an engaging historical narrative. The WHRC has prepared two guidelines to help you with these projects: *A Guide for Recording Oral History* and *A Guide for Preserving and Writing Club History*. Call 1-800-443-4392 (GFWC), email WHRC@GFWC.org, or write the WHRC, 1734 N Street NW, Washington, DC 20036-2990, for a free copy of these publications.

1. GFWC history is YOUR history. The WHRC can help you develop programs using GFWC history to promote interest and membership. Refer to the "Ideas for Club Projects Using GFWC History" section beginning on page 3 for more information.
2. The WHRC helps manage the preservation of GFWC's National Landmark Headquarters building. We can offer advice and assistance in preserving your historic clubhouse.
3. The WHRC can act as a professional liaison for clubs that want to work with a state or local historical agency to preserve their historical records and/or buildings.
4. The WHRC uses the latest technology to make GFWC's collections available to GFWC members throughout the world. We can help you navigate the WHRC catalog and online exhibits, and provide advice to clubs and State Federations on how to make their own collections accessible online. Visit the online catalog and exhibits at www.GFWC.org/WHRC.
5. GFWC publishes the *WHRC Newsletter*, a seasonal publication for those who sign up to receive it, and other special publications to assist and promote clubs that are doing projects that relate to GFWC history or historic preservation.
6. Workshops and tutorials on GFWC history and historic preservation are presented at the GFWC Annual Convention and online at www.GFWC.org
7. GFWC offers tours highlighting exhibits at GFWC Headquarters for groups and individuals. These benefits are free.
8. The WHRC provides research opportunities for members and the general public.

2018-2020 GFWC CLUB MANUAL

WOMEN'S HISTORY AND RESOURCE CENTER

BECOME A FRIEND OF THE WHRC

Donate to the GFWC Women's History and Resource Center in support of our activities and you will become a Friend of the WHRC. By joining the Friends of the WHRC, you will help the GFWC Women's History and Resource Center:

- Preserve and maintain GFWC collections
- Increase research library acquisitions
- Provide student field study opportunities

<input type="checkbox"/> Presidential	\$1,000
<input type="checkbox"/> Benefactor	\$500
<input type="checkbox"/> Sponsor	\$250
<input type="checkbox"/> Patron	\$100
<input type="checkbox"/> Supporter	\$50
<input type="checkbox"/> Friend	\$30

Visit www.GFWC.org/What-We-Do/WHRC/ for membership benefits.

Name _____

Club _____

Address _____

Email _____

For club memberships, please provide contact information for the club president.

Club president _____

Address _____

Email edition of WHRC News: Yes No
Check donation status: Individual Club

Checks should be made payable and sent to:
GFWC-WHRC
1734 N Street NW
Washington, DC 20036-29990

FRIEND LEVELS

PRESIDENTIAL—\$1,000 per year

- Special donor gift
- Name of individual or club added to large plaque outside the WHRC Research Library

BENEFACTOR—\$500 per year

- Contribution acknowledged in *GFWC Clubwoman Magazine*
- Full-day archives training workshop for individual or club representative using the collections at the WHRC (Small group format; certificate provided upon completion)

SPONSOR—\$250 per year

- 20 percent discount on library research services, including photocopying
- Feature story on WHRC-related topic on GFWC website

PATRON—\$100 per year

- 15 percent discount on library research services, including photocopying
- Current GFWC Holiday Ornament

SUPPORTER—\$50 per year

- 10 percent discount on library research services, including photocopying
- WHRC-related story featured in WHRC News

FRIEND—\$30 per year

- Exclusive *Friends of the WHRC* pin
- Subscription to *WHRC News* (name listed)
- Identification as Friends member with convention name badge ribbon

PLEASE COPY THIS FORM

HOW CAN MY CLUB SUPPORT THE WORK OF THE WHRC?

1. Join the *Friends of the WHRC*. See above for levels of giving and benefits of *Friends of the WHRC*.
2. Become an onsite volunteer. The WHRC needs help to make the thousands of club histories and hundreds of oral history transcripts accessible online. Onsite volunteers may work as GFWC Headquarters tour guides or collections assistants, and can also volunteer through participating in the newsletter.
3. Help make the WHRC an internationally recognizable resource on the historical role of women volunteers by promoting WHRC collections, services, and student field study opportunities to local colleges, universities, and historical institutions. Upon request, the WHRC can also help you locate a local repository for your historical club or state records.
4. Focus on other national/international groups with diverse memberships in the Washington, DC area and/or other locations to share and promote the historical role of GFWC as volunteers.
5. Promote and participate in events that feature WHRC services and benefits, such as tutorials and workshops, as well as the Women's History Month event held each year in March at GFWC Headquarters.

6. Encourage the appointment of a WHRC Chairman in all State Federations and clubs.
7. Keep the WHRC updated on the location of club and State Federation archives.
8. Report your WHRC program activities to GFWC. We want to share your success stories to inspire others.

WHRC PROJECTS UTILIZING LOCAL CLUB MEMBERSHIP

Make these suggestions part of your club work. Think outside of the box, put a new slant on an idea and adopt it to your club work. With all projects/programs think diversity--work with other groups or for other groups, or highlight diversity as the theme.

1. Have members take turns each month giving a report on a well-known woman in history or one currently making history.
2. Write your club history. "WHRC Guidelines for Writing Club Histories" is available from GFWC Marketplace.
3. Do a power point presentation video that shows photos of members past and present, major service projects, and historical artifacts to be used at membership teas, fundraisers, or town fairs.
4. Chose a member each month who will be celebrating her birthday that month. Interview her and prepare a presentation on her for your meeting. Also highlight a member from the past or an event from the past.
5. Hold a club scavenger hunt to help members learn about the history of your club or GFWC. Divide members into groups of three and give them a list of 40 things to find. Some items can be found in club yearbooks or scrapbooks, while others need an "older" member to answer. After 20 minutes, give the answers to the group using pictures and information in the scrapbooks to tell about the founding of the club and past projects. Long-time members can add interesting facts.
6. Educate the public of your history by inviting history teachers and students to visit your club. Share scrapbooks from early days and club histories.
7. Observe Women's History Month in March by presenting a "Woman of Distinction" award to a club member or community member who exhibits outstanding service to their community and exemplifies all the qualities set forth in the "Collect."

EXAMPLES

1. GFWC Skowhegan Woman's Club, Dover-Foxcroft, Maine - The club began in 1882 and was federated in 1892. To celebrate their 130th anniversary, they wanted to investigate the beginnings of the club and its history. Records were gathered from History House and the local library. The project of copying and typing those reports whose conditions were becoming illegible was begun. The goal to preserve the past using modern technology such as DVD's CD's and thumb-drives. The result, these reports and documents will also be in print form and located at both the archives of GFWC Maine and University of Maine in Orono and locally in Skowhegan.
2. Lexington Woman's Club, Richmond Virginia - The Rockbridge County Historical Society invited the club to give a lecture to its members and the community on the 100-years of club history. A 45-minute slide presentation was given. The grandson of the founder of the club even attended. Extensive research preceded this lecture.
3. GFWC South Dakota Progress Study Club - Through history and heritage, the club gained knowledge and awareness at their monthly meetings from students of the local high school on their winning National History Day Project presentation about the need for a home for orphaned children in the 1800's.

IDEAS FOR CLUB PROJECTS USING GFWC HISTORY

1. Contact the WHRC for tips for using WHRC publications and electronic resources for club program ideas. For example, use the booklet *Rising by Light to Higher Things: Highlights of GFWC's Collections* to create programs on GFWC's support of American Art; the GFWC Timeline to relate GFWC national service programs to local ones; or GFWC photographs of events, people, or unique publications and memorabilia to illustrate a PowerPoint presentation.
2. When planning and publicizing a membership recruitment program, highlight your club's history to demonstrate the importance of your club to your community. For more information on membership recruitment activities, please review the *GFWC Membership Advancement Guide* in the *GFWC Club Manual*.
3. Gain inspiration for fundraising and community outreach by reviewing past GFWC Community Improvement

- Program Award winners in the WHRC online catalog. GFWC history is relevant to ALL program areas.
4. Develop a proactive public affairs program by offering GFWC history stories to your local news media for Women's History Month (March), Federation Day (April 24), and Archives Month (October).
 5. Take a leadership role in your community by partnering with local historical institutions to promote the role of your club in local history. For more information on leadership development, please review the *GFWC Leadership Advancement Guide* in the *GFWC Club Manual*.
 6. Work with your local public schools to assist students with National History Day projects on women's history; offer to serve as judges for local History Day competitions.

HOW CAN I OR MY CLUB ARRANGE A TOUR OR SCHEDULE A RESEARCH VISIT?

The WHRC manages the preservation of and access to GFWC's historic archives and collections, including tours of GFWC Headquarters. A National Historic Landmark, 1734 N Street NW is a Washington must-see for GFWC clubwomen and their guests. Group tours and research appointments must be scheduled in advance by contacting WHRC@GFWC.org or 1-800-443-GFWC (4392). Tour and research hours are between 9:00 a.m. and 4:00 p.m., Monday through Friday. GFWC is closed on Martin Luther King, Jr. Day, Memorial Day, Independence Day, Labor Day, Veterans Day, the Wednesday-Friday of Thanksgiving week, and the week between Christmas and New Year's Day. Tour admission is free for GFWC members and by suggested contribution for non-members.

GUIDE TO USING THE WHRC ONLINE CATALOG

A primary goal of the WHRC is to make GFWC's valuable historical records more accessible to our members, the scholarly research community, and the general public. Improved access will promote greater recognition for the contributions of GFWC clubwomen and inspire members to use the lessons of past successes to build solid membership, strong leadership, and meaningful community service projects.

The WHRC online catalog allows GFWC members and website visitors, including those who come to the catalog via a general Web search engine such as Google, to explore a wide range of GFWC collections. The tips in this Guide are meant to be a quick outline to navigating the WHRC online catalog. If you need additional guidance, please don't hesitate to contact us at WHRC@GFWC.org or 1-800-443-GFWC (4392).

To access the catalog through the GFWC website:

1. Go to www.GFWC.org/What-We-Do/WHRC
2. Click on the "Search the Collections" button to bring you to the Women's History and Resource Center home page:

NAVIGATING THE ONLINE CATALOG FROM THE MAIN CATALOG PAGE

KEYWORD SEARCH -This search field casts the widest net for information, similar to the simple keyword search feature of Google. This search covers all fields included in the catalog records, including donors, who may be individuals, clubs, or State Federations. As with Google, enclosing a multi-word search term in quotation marks will limit results to that phrase; for example, "South Dakota."

Interactive features in each record

- Email Page (top, right)—send this image to a friend.
- Send Feedback (top, far right)—contact the WHRC with comments or questions.
- Order Image (below image)—request a copy for a club presentation or publication.
- Search Term (in record)—may provide additional information on that topic. For example, click on "GFWC Headquarters" to read details on the history of GFWC Headquarters.
- Person (not shown)—Click on the name of any GFWC International Past President to see her biography.
- Related Hyperlinks (not shown)—If digital content is available, a link will be provided to read a book, club or state history, or oral history online.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Women's History and Resource Center program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Women's History and Resource Center program. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.



COMMUNITY IMPROVEMENT PROGRAM AWARD

AWARDS, CONTESTS, and GRANTS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

THE GFWC COMMUNITY IMPROVEMENT PROGRAM AWARD OFFERS GFWC CLUBS FINANCIAL INCENTIVE TO IMPLEMENT PROJECTS DESIGNED TO MEET COMMUNITY SPECIFIC NEEDS.

Introduced in 1949 as the “Build a Better Community Contest,” this program has provided GFWC clubs with a platform for developing and implementing projects that meet the varying and changing needs of their communities. As GFWC’s longest standing project, it benefits clubs by increasing membership opportunities, developing leadership skills, and creating public awareness of club activities and GFWC. Designed to meet the needs of individual communities, the GFWC Community Improvement Program Award also provides a platform for enhancing relationships between GFWC clubs and their communities.

Club projects that help make your community a better place to live, by revitalizing distressed communities and improving living conditions, are “community improvement” projects and are eligible for national recognition and reward. Sometimes the smallest things that we can do for our neighborhoods can have the biggest impact.



2018-2020 COMMUNITY IMPROVEMENT PROGRAM AWARD

Kathy Canzano, Chairman
585-764-0862
kathycanz54@gmail.com

The GFWC Community Improvement Program Award aims to enhance the lives of our neighbors around the world by meeting community-specific needs that heighten the community’s awareness of the GFWC organization.

IDEAS

It is nearly impossible to provide recommendations for project ideas because the project should be tailored to your community’s specific and unique needs.

- Every club is capable of creating a Community Improvement Project.
- Almost any project can be turned into a Community Improvement Project that addresses a specific, unique need within the community.
- Large or small projects qualify.

Consider the following suggestions:

- Implement partnerships to address your community’s need, assist with leadership development, and raise your club’s and GFWC’s profile within the community, such as:
 - GFWC clubs (See Award Rules, joint entries.)
 - GFWC partner organizations
 - Professional or other membership organizations
 - Government entities
 - Other nonprofit organizations

COMMUNITY IMPROVEMENT PROGRAM AWARD

- Establish your Community Improvement project as an ongoing community effort that lasts as long as the community need remains.
- Reference the Advancement Guides (Communications and Public Relations, Fundraising, Leadership, Legislation/Public Policy, Membership, and the Women's History and Resource Center) in the *GFWC Club Manual*.

PROJECT ESSENTIALS

- Identify and define community need.
- Describe the project selection process.
- Explain how your club engaged community support.
- Define how the project is financed.
- Identify media support and the process in which it was obtained.
- Recount how you overcame obstacles.
- Provide a list of collaborating partners, including government agencies, other service groups, and professional organizations.
- Describe your club's continuing role in the project.
- Explain the project's long-term effect on the community.
- Identify results and successes.
- Describe how the project influenced changes in your community, i.e., increased awareness, willingness to work together, impact, etc.
- Focus on content.

AWARD RULES

Projects MUST be accomplished during the program period: January 1, 2018- December 31, 2019.

Club entries must be sent to your State Community Improvement Program Award Chairman, postmarked no later than March 1, 2020.

All entries must include a current, completed Community Improvement Contest Entry Form. Project notebooks containing narrative description(s) and supporting materials must not exceed seven pounds in weight nor measure more than 15"x 20" in size.

Clubs and State Federations must adhere to deadlines and important dates. (See Calendar)

All monetary awards must be used to further the community improvement initiative.

Each state's first place entry—which is sent to GFWC—becomes the property of GFWC and will not be returned.

The national winners' entries will be housed in the GFWC Women's History and Resource Center.

Projects involving two to six GFWC clubs qualify as joint entries and must adhere to the following:

- Only one, single entry form shall be submitted. All club presidents must sign the single form.
- Clubs involved in joint entries are not eligible to submit individual club entries.
- Joint entries selected as national winners send one representative to the GFWC Annual Convention.

Clubs that have previously won this national award must submit an entirely different project entry for consideration in 2020. Previous winning project entries that have been expanded will not be considered.

GUIDELINES FOR STATE COMMUNITY IMPROVEMENT AWARDS

- Rules are determined by your State Federation.
- All club entries are submitted directly to your State Community Improvement Program Award Chairman and must be postmarked no later than March 1, 2020.

COMMUNITY IMPROVEMENT PROGRAM AWARD**CALENDAR****JANUARY OR FEBRUARY, 2020**

State Community Improvement Program Award Chairman must obtain three judges. Judges may not be members of GFWC.

MARCH 1, 2020

Club entries must be sent via mail, postmarked no later than this date, to State GFWC Community Improvement Program Award Chairman.

MARCH 5-15, 2020

Club entries are judged at state level.

MARCH 20, 2020

List of first, second, and third place state winners are due to GFWC. GFWC will issue checks to winning state clubs after award winners are announced at their respective State Conventions. Allow a minimum of five business days for processing.

APRIL 1, 2020

State Community Improvement Program Award Chairman submits first place entries to GFWC, Attn.: Community Improvement Program Award, 1734 N Street NW, Washington, DC 20036-2990.

SPRING 2020

State awards are presented at respective State Conventions.

APRIL 2020

National judging at GFWC Headquarters in Washington, D.C.

JUNE 2020

National Community Improvement Program Awards presented at GFWC Annual Convention in Atlanta, Georgia.

JUDGING CRITERIA

PROJECT SELECTION – 25 POINTS

- **Community Needs Assessment:** Community issues that were considered in the project selection phase and how the needs were addressed.
- **Selection Process:** Procedures, plan of action used in choosing the project.

PROJECT DEVELOPMENT – 50 POINTS

- **Community Collaboration:** Partners involved in your community improvement project, specifically those organizations and/or government agencies that you created and/or improved working relationships.
- **Plan of Action:** Plan details, execution, and efforts, including documentation such as photos, letters, project plans, news clippings, etc.
- **Persistence of Effort:** Obstacles encountered and how challenges were addressed.

PROJECT EVALUATION – 25 POINTS

- **Degree of Success:** Specifics of your achievements, including how the effort differed from what was originally envisioned, criteria used to measure success, and future plans for the project.
- **Permanence of Achievement:** Long-term project effects on the community.
- **Changed Attitudes and Practices:** Increased community awareness and impact on community.

COMMUNITY IMPROVEMENT PROGRAM AWARD**AWARDS**

GFWC awards a total of \$18,860 to state and national winners of the GFWC Community Improvement Program Award.

GFWC NATIONAL AWARDS

First Place	\$5,000
Second Place	\$3,500
Third Place	\$2,500
Fourth Place	\$1,500
Fifth Place	\$500
International Affiliate Award	\$250
Total National Monetary Awards	\$13,250

GFWC STATE AWARDS

First Place	\$50
Second Place	\$35
Third Place	\$25
Total per state	\$110
Total for 51 State Federations	\$5,610

One member representative from each winning club will have the following expenses covered:

- Roundtrip transportation to attend the 2020 GFWC Annual Convention in Atlanta, Georgia.
- One night's lodging at the 2020 GFWC Annual Convention hotel and ticket to attend the award ceremony.



**GENERAL FEDERATION
of WOMEN'S CLUBS**

Community Improvement Program Award

COMMUNITY IMPROVEMENT PROGRAM AWARD ENTRY FORM/COVER SHEET 2018-2020

CLUB AND COMMUNITY INFORMATION	
State Federation	Date
GFWC Club Name	District
Number of Members	Number of Members Involved
Type of Entry (<i>Check one</i>) <input type="checkbox"/> Single <input type="checkbox"/> Joint (<i>If a joint entry, please list all participating clubs with presidents' signatures on a separate sheet attached to this form.</i>)	
Project City	County
Population Served	
Type of Community (<i>Check one</i>) <input type="checkbox"/> Rural <input type="checkbox"/> Urban <input type="checkbox"/> Suburban	
PROJECT DESCRIPTION	
1. Briefly describe the project.	
2. Describe the reasons for selecting the project. What community issues were considered while selecting this project?	

3. Describe the community collaboraton, plan of action, and the obstacles encountered while working on this project.

4. Outline permanent results achieved, both tangible and intangible. Was the project successful? What are the long-term effects of the project on the community?

STATISTICS

Total Monies Raised for the Project	Total Volunteer Hours	
Project Chairman	Phone	- -
Email		
Club President	Phone	- -
Email		
Mailing Address		
City	State	Zip Code
Club President's Signature		

OFFICIAL ENTRY FORM MUST BE POSTMARKED BY MARCH 1, 2020

- Make two copies of completed form and accompanying materials. Send one to the GFWC Community Improvement Program Award State Chairman and keep one for the club's files.



JENNIE AWARD

AWARDS, CONTESTS, AND GRANTS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

THE GFWC JENNIE AWARD HONORS ONE CLUBWOMAN FROM EACH GFWC REGION FOR OUTSTANDING COMMITMENT TO CLUB, COMMUNITY, AND FAMILY.

Club members are chosen by their clubs to compete at state, region, and national levels for the Federation’s highest honor.

The Jennie Award is named in honor of GFWC’s founder, Jane Cunningham Croly, who wrote for national newspapers under the pseudonym “Jennie June.” The award is an occasion to highlight extraordinary clubwomen who epitomize her spirit of independence, courage, and persistence in purpose through their roles as volunteers within their clubs, elsewhere in the community, and as members of a family or extended family. Although GFWC has many awards for states and clubs, the GFWC Jennie Award is the only national honor that recognizes individual members for personal excellence.

Since it is an award for lifetime personal excellence, club presidents should consider utilizing the knowledge of club historians for Jennie Award nominees. Club presidents should be mindful of first impressions and make the nominee’s packet of supporting materials as professional as possible because it may be judged at the different levels by influential community leaders.



2018-2020 JENNIE AWARD
Anne Redlus, Chairman
843-705-6373
anneredlus@gmail.com

The GFWC Jennie Award is the only national honor that recognizes individual members for personal excellence.

JUDGING CRITERIA

Nominations will be evaluated on the following criteria:

COMMITMENT TO CLUB

The nominee should have an outstanding record of success and achievement, not only in terms of her club’s volunteer programs and projects, but also her role in a leadership position, her activity to build membership and promote the club to others, and her overall spirit of volunteerism. She should be kind, loyal, and positive in her relationships with other clubwomen, and her commitment should be continuous, rather than a one-time activity.

COMMITMENT TO COMMUNITY

Community service must address real community needs and concerns. This service should go beyond club activities and be carried out through other community organizations (e.g. schools, hospitals, an elected/appointed position, scouts, etc.) as well as through the workplace. Activities should reflect an innovative or unique approach to volunteer work.

COMMITMENT TO FAMILY

Recognizing that families come in many different forms, the nominee might be a single parent, a grandparent raising her grandchildren, an adult caring for an elderly relative, or an adult without children. The definition of a family member may include persons who are older or younger than the nominee. It may include nuclear as well as extended family members. The nominee should exemplify outstanding concern for the well-being, health, and welfare of one or more persons by providing aid and comfort on an on-going basis, separate and apart, from club and community work.



The GFWC Jennie Award Nomination Form is included on the last page of this section and may be downloaded from www.GFWC.org.

PUBLIC RELATIONS OPPORTUNITIES

An important reason for participating in the GFWC Jennie Award is the tremendous public relations impact it can have on the club, state, region, and national levels. Here are some public relations suggestions for each stage during the 2018-2020 administration:

CLUB

Once your club selects its GFWC Jennie Award winner and is ready to submit its narrative describing a nominee's qualifications, you should send a news release or article about your nominee to local media outlets. Consider holding a ceremony during a club meeting and inviting a reporter to cover the event, or sending a photo and caption of the session to local newspapers.

STATE

State Presidents should appoint a state GFWC Jennie Award Chairman to assist in publicizing and managing the award process. State Presidents or chairmen who receive multiple entries for review should form an outside panel of judges comprised of leading citizens to assist in selecting the single state nominee. This stage offers an opportunity to honor all nominees, either at a state meeting in summer 2019, or at another appropriate venue, such as your State Convention, where each finalist is awarded a special certificate. Reporters should be invited to cover the event or a photo and caption should be sent to local papers.

REGION

Upon receiving the state nominations, each Region President should call on a committee of outside judges to help select the two regional finalists whose applications will be forwarded to GFWC on the national level. The Region President should consider planning an event to honor all state nominees in her region. The 2019 GFWC Region Conferences are an ideal occasion to honor all state nominees with introductions by State Presidents, presentation of special certificates, and photo opportunities. Reminder—entries to GFWC Headquarters must be postmarked by December 1, 2019. GFWC will prepare certificates for the 16 region finalists and highlight them in the Spring 2020 issue of *GFWC Clubwoman Magazine*.

NATIONAL

At the time of the awards ceremony during the GFWC Annual Convention in June 2020, which all eight national honorees are expected to attend, a news release will be issued by GFWC to major U.S. newspapers as well as to media in the states, cities, and regions of all eight honorees. Clubs and State Federations with GFWC Jennie Award medal recipients as well as each GFWC Region should also take the opportunity to inform their local press about the national honor. Club Communications and Public Relations chairmen of the national recipients should notify local officials and organizations such as the mayor, Chamber of Commerce president, and state elected officials to arrange photo opportunities and recognition events.



AWARD RULES

- Clubs may nominate one member who has demonstrated the qualities outlined under the judging criteria for this award.
- Nominee must be a member in good standing of a GFWC club for a minimum of five years. Her tenure of service may be with several clubs. Years of service must be consecutive not concurrent.
- Current and past members of the GFWC Executive Committee are ineligible.
- Nominations should emphasize a member's entire lifetime of service.
- Clubs must complete and submit the official GFWC Jennie Award Nomination Form along with a maximum 500-word written narrative. Narratives should include descriptions of the nominee's:
 - Club activities
 - Participation in community groups and organizations, both volunteer and professional
 - Commitment to her nuclear or extended family
- Clubs must submit no more than 25 pages of supportive materials, which includes the title-page nomination form and narrative:
 - Photograph of nominee (no larger than 5x7 inches)
 - Clips of two-three newspaper (or other media) stories about successful projects to which the member contributed (it is not necessary for such articles to mention the member by name).
 - Letter of endorsement from club President
 - Letter of endorsement from a representative of another organization
- Nomination forms and supporting materials, including photographs, will not be returned.
- Clubs must submit nomination materials to their respective State Presidents postmarked by June 1, 2019, for state-level judging.

CALENDAR

Dates to Remember:

June 1, 2019 – Clubs submit nomination materials to respective State Presidents postmarked by this date.

August 1, 2019 – State Presidents submit nomination materials (1 per state) to respective GFWC Region President postmarked by this date.

December 1, 2019 – Each GFWC Region submits nomination materials (2 per region) to GFWC Headquarters, 1734 N Street, Washington, DC 20036-2990 postmarked by this date.

Jan/Feb 2020 – 16 Region Finalists will be featured in GFWC Clubwoman Magazine

June, 2020 – One clubwoman from each of the 8 Regions will be honored and expected to attend the Annual GFWC Convention in Atlanta, Georgia.



AWARD RULES, CONT'D

- State Presidents must submit nomination materials (one per state) to their respective GFWC Region Presidents postmarked by August 1, 2019, for region level judging. State Presidents must forward the name of their respective state finalists to the national GFWC Jennie Award Chairman.
- Each GFWC Region should submit nomination materials (two per GFWC Region) to GFWC Headquarters, postmarked by December 1, 2020.
- The 16 Region finalists will be announced and featured in the Spring 2020 issue of *GFWC Clubwoman Magazine*.
- One clubwoman from each of the eight GFWC Regions will be selected for national recognition as a GFWC Jennie Award honoree.
- All eight national GFWC Jennie Award honorees will be awarded:
 - Roundtrip transportation to attend the 2020 GFWC Annual Convention in Atlanta, Georgia.
 - A remembrance and a special certificate will be presented by the GFWC International President and GFWC Jennie Award Chairman at the 2020 GFWC Annual Convention.



GENERAL FEDERATION
of **WOMEN'S CLUBS**

Jennie Award Nomination Form

Please attach a narrative of a maximum of 500 words, double-spaced, using 12-point font and one-inch margins on all four sides.

1. NOMINEE

Please note that the nominee must attend the 2020 GFWC Annual Convention if selected as a national award winner.

Name

Mailing Address

City

State

Zip Code

Phone

Fax

Email

Club

State Federation

Region

2. CLUB ACTIVITIES

Name(s) of project(s)

Duration of involvement with project(s)

Results, if any

3. RECORD OF CLUB LEADERSHIP

Year nominee joined a GFWC club

Positions held

4. NON-GFWC CLUB COMMUNITY SERVICE

Name(s) of organization(s)

Names of individuals with whom nominee works

5. FAMILY INVOLVEMENT

Names of nuclear and/or extended family members

Age of individuals

6. NOMINATOR

Name

Mailing Address

City

State

Zip Code

Phone

Fax

Email

Clubs: Submit completed form, narrative, photos, press clippings, letters of endorsement, and materials by June 1, 2019, to your State President. Please note: materials will NOT be returned.

Contact the national GFWC Jennie Award Chairman or the GFWC Programs Department with any questions: 1-800-443-GFWC or ***Programs@GFWC.org***.



NEWSLETTER CONTEST

AWARDS, CONTESTS, and GRANTS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

NEWSLETTERS ARE ONE OF THE MOST EFFECTIVE AND EFFICIENT METHODS OF INFORMING GFWC MEMBERS ABOUT CURRENT, ONGOING, AND NEW INITIATIVES.

The GFWC Newsletter Contest encourages clubs and State Federations to establish a strong newsletter program aimed at increasing awareness about ongoing projects, programs, events and issues that affect GFWC members and communities. is type of publication need not be elaborate or lengthy. Substance is more important than style. A newsletter should be informative and generate enthusiasm, all while contributing to public relations outreach, membership recruitment and retention, and program development.

JUDGING CRITERIA

Entries will be judged and awarded points on the following elements:

- Content quality, including timeliness, clarity, and member impact (30%)
- Presentation (30%)
- Design (30%)
- Adherence to rules (10%)

DEADLINE

Entries must be postmarked by March 15 in the year in which they will be judged.

AWARDS

CLUB LEVEL

A first, second, and third place certificate will be awarded annually at the GFWC Convention to three clubs in the nation.

STATE LEVEL

GFWC certificates are awarded at the GFWC Annual Convention to one State Federation in each membership category to recognize creativity and outstanding achievement in producing a State Federation newsletter.



2018-2020 NEWSLETTER CONTEST

Patti Poe, Chairman

7187 Rock Springs School Road

Nocona, TX 76255

940-867-3973

ppoetfwc59@gmail.com



CONTEST RULES

- Only one newsletter issue per club or State Federation may be submitted.
- The newsletter must have been printed and clearly dated during the contest year (January 1-December 31).
- The front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC. Refer to the GFWC Stylebook for GFWC Trademark Use Policies at www.GFWC.org.
- Newsletter entries must include the contact information of at least one member, defined as an email address, telephone number, and/or mailing address.
- All entries must be printed and sent via postal mail, postmarked no later than March 15 in the year in which they will be judged to:

Patti Poe
GFWC Newsletter Contest Chairman
7187 Rock Springs School Road
Nocona, TX 76255

*The envelope must be clearly marked
GFWC Newsletter Contest.*

- Your entry must include a cover letter containing the following:
 - Club or State Federation president's name and contact information
 - Name and contact information of individual submitting the entry
 - Number of members in the club/State Federation
 - Approximate circulation
 - An essay of no more than 250 words describing the club's/State Federation's approach to utilizing its newsletter
- Clubs and State Federations with an electronic newsletter must follow the same entry rules. Printed copies of electronic newsletters are required.



For ideas on creating an informative and engaging newsletter, refer to the Communications and Public Relations Advancement Guide at www.GFWC.org/membership/club-manual.



PHOTOGRAPHY CONTESTS

AWARDS, CONTESTS, and GRANTS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

EXPRESS YOURSELF WITH PHOTOGRAPHS

The GFWC Photography Contests encourage artistic expression, while recognizing achievement in photography. GFWC offers three opportunities to participate in the Photography Contests:

THE WORLD IN PICTURES CONTEST

These photographs and images capture the beauty of the world and people around us in three categories:

Living Things—adults, animals, children, domestic birds, fish, flowers, insects, reptiles, wildlife

Scenes—city, landscapes, rural, skies, sunrise, sunset, waterscapes, weather

Still Life—abstract (any assemblage of objects either in an arranged or natural setting), buildings, monuments

GFWC VOLUNTEERS IN ACTION

Provides members with the opportunity to demonstrate their volunteer activities through photography.

A YEAR IN PICTURES

Features photographs depicting the twelve months of the year, providing members the opportunity to showcase their talents while supporting GFWC.



2018-2020 PHOTOGRAPHY CONTESTS

Tammie McCoy, Chairman

662-790-4134

mcco3938@bellsouth.net

CLUB CHAIRMAN RESPONSIBILITIES

- Encourage members to participate in the GFWC Photography Contests.
- Remind members of deadlines for the national and local contests.
- Foster the development of local contests.
 - Consider selecting a subject/local point of interest for all members to photograph
- Recognize member contributions by awarding certificates, ribbons, and/or other awards.
- Forward photo submissions for state and/or national judging as appropriate.
- Verify that all of the contest's rules have been followed. Entries that do not follow the contest rules will be disqualified.

THE WORLD IN PICTURES PHOTOGRAPHY CONTEST

There are three categories:

Living Things—adults, animals, children, domestic birds, fish, flowers, insects, reptiles, wildlife

Scenes—city, landscapes, rural, skies, sunrise, sunset, waterscapes, weather

Still Life—abstract (any assemblage of objects either in an arranged or natural setting), buildings, monuments

THE WORLD IN PICTURES PHOTOGRAPHY CONTEST RULES

- Photos may be vertical/portrait or horizontal/landscape.
- All entries must be submitted by State Chairmen to be eligible.
- The same image may be submitted to multiple photo contests, but separate photos must be entered into each contest.
- All photographers must be dues paying members of an active GFWC club.
- Photos must be taken during the contest year (January 1-December 31).
- Contestants must be an amateur photographer - earnings from photography may not exceed \$500 annually.

2018-2020 GFWC CLUB MANUAL

PHOTOGRAPHY CONTESTS

- Photographs must be the original work of the member submitting the photo.
- Each submission must be an 8 x 10 inch print. Digital submissions alone will be not considered, but a high-resolution digital copy of the submission is encouraged.
- All photos must be mounted on a rigid 8 x 10 inch mounted board and overall thickness may not exceed 3/8 inch. NO mattes, frames, or hangers!
- Judges look at overall creativity of subject and quality of photograph.
- Photos may be taken using film or with digital cameras and may be color or black & white.
- Photos will NOT be returned.
- Each photo must have a label affixed to its back with the following information:
 - Contest name
 - Photographer's name, email address, mailing address, & phone number
 - Name and State of sponsoring club
 - Title and brief caption giving location, date, and other notes about the photo
 - Arrow indicating top of photo

DEADLINES FOR THE WORLD IN PICTURES CONTEST

State Level: Clubs must send entries to their respective State Photography Contest Chairman for judging. State entry deadlines are determined by each respective State Federation.

National Level: To be eligible for national judging, one winner from each State Federation for each category, class, and division, along with a cover letter from the respective State Photography Contest Chairman listing the names of the winning submissions by category, and the signed **GFWC Creative Arts Waivers** from each state winner, must be postmarked by **May 15*** and sent to:

GFWC World in Pictures Contest
1734 N Street NW
Washington, DC 20036-2990

* If your State Convention takes place on or about this deadline date, contact GFWC at Programs@GFWC.org or 1-800-443-GFWC (4392).

AWARDS FOR THE WORLD IN PICTURES CONTEST

The following awards will be presented at the GFWC Annual Convention to the top three national entries:

GFWC MEMBER CATEGORIES:

Living Things

First Place	\$100
Second Place	\$75
Third Place	\$50

Scenes

First Place	\$100
Second Place	\$75
Third Place	\$50

Still Life

First Place	\$100
Second Place	\$75
Third Place	\$50



The first place photographs in each category will be printed in the Fall issue of *GFWC Clubwoman Magazine*.

GFWC VOLUNTEERS IN ACTION PHOTOGRAPHY CONTEST

These pictures should capture GFWC members in action as they engage in volunteer activities.

CONTEST RULES

- Photos may be vertical/portrait or horizontal/landscape.
- All entries must be submitted by State Chairmen to be eligible.
- The same image may be submitted to multiple photo contests, but separate photos must be entered into each contest.
- All photographers must be dues paying members of an active GFWC club.
- Photos must be taken during the contest year (January 1-December 31).
- Contestants must be an amateur photographer - earnings from photography may not exceed \$500 annually.

2018-2020 GFWC CLUB MANUAL

PHOTOGRAPHY CONTESTS

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- Photographs must be the original work of the member submitting the photo.
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- All photos must be mounted on a rigid 8 x 10 inch mount board and overall thickness may not exceed 3/8 inch. NO mattes, frames, or hangers!
- Judges look at overall creativity of subject and quality of photograph.
- Photos may be taken using film or with digital cameras and may be color or black & white.
- Photos will NOT be returned.
- Each photo must have a label affixed to its back with the following information:
 - Contest name
 - Photographer's name, email address, mailing address, & phone number
 - Name and State of sponsoring club
 - Title and brief caption giving location, date, and other notes about the photo
 - Arrow indicating top of photo

DEADLINES FOR THE GFWC VOLUNTEERS IN ACTION PHOTOGRAPHY CONTEST

State Level: Clubs must send entries to their respective State Photography Contest Chairman for judging. State entry deadlines are determined by each respective State Federation.

National Level: To be eligible for national judging, one winner from each State Federation for each category, class, and division, along with a cover letter from the respective State Photography Contest Chairman listing the names of the winning submissions by category, and the **signed GFWC Creative Arts Waivers** from each state winner, must be postmarked by **May 15*** and sent to:

GFWC Volunteers in Action Photography Contest
1734 N Street NW
Washington, DC 20036-2990

** If your State Convention takes place on about this deadline date, contact GFWC at Programs@GFWC.org or 1-800-443-GFWC (4392).*

AWARDS FOR GFWC VOLUNTEERS IN ACTION PHOTOGRAPHY CONTEST

The following awards will be presented at the GFWC Annual Convention to the top three national entries:

First Place	\$100
Second Place	\$75
Third Place	\$50



The first place photograph will be printed in the Fall issue of *GFWC Clubwoman Magazine*.

A YEAR IN PICTURES CONTEST - One Entry Per Club & Sent Directly to GFWC

Features photographs depicting the 12 months of the year, providing members the opportunity to showcase their talents while supporting GFWC.

CONTEST RULES

- High resolution photos (300dpi or above) may be horizontal/landscape to fit a standard 8.5x11" design.
- The same image may be submitted to multiple photo contests, but separate photos must be entered into each contest.
- All photographers must be dues paying members of an active GFWC club.
- Photos must be taken during the contest year (January 1-December 31).
- Contestants must be an amateur photographer—earnings from photography may not exceed \$500 annually.
- Photographs must be the original work of the member submitting the photo.
- Each submission must be an 8 x 10 inch print. Digital submissions alone will be not considered, but a high-resolution digital copy of the submission is encouraged.

2018-2020 GFWC CLUB MANUAL

PHOTOGRAPHY CONTESTS

- All photos must be mounted on a rigid 8 x 10 inch mount board and overall thickness may not exceed 3/8 inch. NO mattes, frames, or hangers!
- Judges look at overall creativity of subject and quality of photograph.
- Photos may be taken using film or with digital cameras and may be color or black & white.
- Photos will NOT be returned.
- Each photo must have a label affixed to its back with the following information:
 - Contest name
 - Photographer's name, email address, mailing address, & phone number
 - Name and State of sponsoring club
 - Title and brief caption giving location, date, and other notes about the photo
 - Arrow indicating top of photo

DEADLINES FOR A YEAR IN PICTURES CONTEST - ONE ENTRY PER CLUB & SENT DIRECTLY TO GFWC

Each GFWC club may submit one photograph, along with accompanying **signed GFWC Creative Arts Waiver**, postmarked by **May 15** to:

GFWC A Year in Pictures Contest
1734 N Street NW
Washington, DC 20036-2990

AWARDS FOR A YEAR IN PICTURES CONTEST

The 12 winning photographs will appear in GFWC materials. A GFWC certificate will be presented to each winner at the GFWC Annual Convention.

DISCLAIMER

By submitting your photographs to GFWC for the GFWC Photography Contests on the national level, you are providing GFWC with a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell, license, or sub-license the work in any media now known or later invented without limitation for commercial or noncommercial purposes.

The GFWC Photography Contest Chairman or your State Writing Contest Chairman can provide more information and answer any questions regarding the GFWC Creative Arts Waiver Form and its submission. The Creative Arts Waiver Form is available at the end of the awards, contest, and grants section of the *Club Manual*. For further information, contact GFWC at **Programs@GFWC.org** or 1-800-443-GFWC (4392).



WEBSITE CONTEST

AWARDS, CONTESTS, and GRANTS

Visit www.GFWC.org/membership/club-manual/ for updates and more information.

WEBSITES FOR CLUBS, DISTRICTS, AND STATES ARE A WONDERFUL TOOL TO SHARE INFORMATION IN A QUICK TIMELY MANNER.

The GFWC Website Contest aims to challenge clubs and State Federations to employ their websites as membership tools with organized and updated content that presents a professional and credible source of information. A website that is updated weekly presents the information to your members and potential members in a timely manner. This is a great source to spread the word of Federation on the web.

DEADLINE

Entries must be received via email by March 15 in the year in which they will be judged.

AWARDS

CLUB LEVEL

A first, second, and third place certificate will be awarded annually at the GFWC Convention to three clubs in the nation.

STATE LEVEL

GFWC certificates are awarded at the GFWC Convention to one State Federation in each membership category to recognize outstanding achievement in website implementation and maintenance.



For ideas on creating an informative and engaging website, refer to the *Communications and Public Relations Advancement Guide* at www.GFWC.org/membership/club-manual.



2018-2020 WEBSITE CONTESTS

Patti Poe, Chairman

940-867-3973

ppoetfwc59@gmail.com



CONTEST RULES

- Only one website per club or State Federation may be submitted.
- The website homepage must contain a link to www.GFWC.org.
- The website must include contact information for at least one member, defined as email address, telephone number, and/or mailing address.
- The website may continue to be updated after the contest deadline date.
- Submissions must be made via email to ppoetfwc59@gmail.com
- The subject line of the submission email must read *Website Contest Entry*.
- The submission email must be received by 11:59 p.m. on March 15 in the year in which website entries will be judged.
- The submission email must include:
 - Club/State Federation name
 - Website address
 - President's name and contact information
 - Name and contact information of person submitting the entry
 - Number of club/State Federation members
 - 250-word essay describing website's purpose and the club's/State Federation's approach to website maintenance



WRITING CONTESTS

AWARDS, CONTESTS, and GRANTS

 Visit www.GFWC.org/membership/club-manual/ for updates and more information.

EXPRESS YOURSELF CREATIVELY

Are you a storyteller? Share your creativity and inspire others. Use your own life experiences to create fictional narratives and poetry. GFWC sponsors this creative writing contest for members and community youth to foster community spirit, talents, and growth. Write with heart and soul, but be mindful that the elements of a short story are vividly presented; namely the setting, characters, plot, conflict, climax, and theme. Display your talents and be awarded for it!

GFWC MEMBER CONTESTS

- Authors must be dues-paying members of an active GFWC club.
- Entries must be typed, double-spaced, printed on one side only, with minimum margins of one-inch on all four sides, on 8.5 x 11-inch paper.
- Entries must be written during the contest year (January 1-December 31).
- Entries must have the following on the top right hand corner of each page:
 - Author's name, email address, mailing address, and phone number
 - Name of author's GFWC club and State Federation
 - Category
 - Title of work
- Authors must be amateurs; earnings from writing may not exceed \$500 annually.
- Entries may not have been published prior to the competition and must be original works by the author.
- A **signed GFWC Creative Arts Waiver** must be included with each submission.
- Short stories are limited to 2,000 words.
- Poetry entries can be any style, with a minimum length of eight lines and a maximum of 50 lines.
- One entry per member per category.



2018-2020 WRITING CONTESTS

Shirley Holly, Chairman

10 Nelson Drive

Barnegat, NJ 08005

shirleyholly@earthlink.net



WRITING CONTESTS

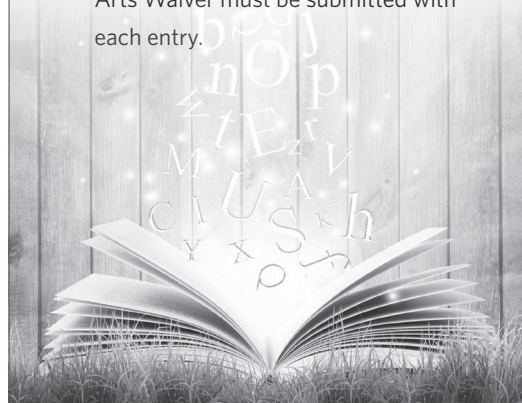
YOUTH WRITING CONTESTS

- Entries must be typed, double-spaced, printed on one side only, with minimum margins of one-inch on all four sides, on 8.5 x 11-inch paper.
- Entries must be written during the contest year (January 1-December 31).
- Entries must have the following on the top right hand corner of each page:
 - Author's name, email address, mailing address, and phone number
 - Name of the GFWC club and State Federation submitting author's work
 - Category
 - Title of work
 - Grade Level Category
 - Category 1:** Grades K, 1, and 2
 - Category 2:** Grades 3, 4, and 5
 - Category 3:** Grades 6, 7, and 8
 - Category 4:** Grades 9, 10, 11, and 12
- Authors must be amateurs; earnings from writing may not exceed \$500 annually.
- Entries may not have been published prior to the competition and must be original works by the authors.
- A **signed GFWC Creative Arts Waiver** must be included with each submission.
- One entry person per person per category.
- Short stories are limited to 2,000 words.
- Poetry entries can be any style, with a minimum length of eight lines and a maximum of 50 lines.
- The Six Traits of Writing will be used in the judging of the Youth Writing Contest.



CLARIFICATIONS AND FREQUENTLY ASKED QUESTIONS

- Manuscripts will not be returned. Authors should keep a copy.
- By submitting your short story or poem to GFWC, you are providing GFWC with a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell, license the work in any media known or later invented without limitation, for commercial or non-commercial purposes.
- A completed and signed GFWC Creative Arts Waiver must be submitted with each entry.



ENTRY GUIDELINES AND DEADLINES

STATE LEVEL

- Clubs must send entries to their respective State Writing Contests Chairman for state-level judging.
- State entry deadlines are determined by the respective State Federation.
- State Writing Contest Chairmen shall select judges, who will evaluate submissions and select a first place winning entry in each category.
- State Writing Contest Chairmen should keep in mind the national deadline when arranging for state-level judging.

NATIONAL LEVEL

- One winning state entry per writing contest, per category, must be sent to the national GFWC Writing Contest Chairman, postmarked no later than April 1 each year.
- All entries must be accompanied by a cover letter from each State GFWC Creative Writing Contest Chairman with a complete list of state writing contest winners.
- All entries may be mailed or electronically sent to the GFWC Writing Contest Chairman.



CREATIVE ARTS WAIVER

With my signature I declare that:

- I have created the submitted work, entitled _____, and I own the full copyright. The work has not been published before.
- With my work, including pictures, tables, or additional media, I do not violate or infringe the copyright of other persons or entities.

The work in question is (please check one): Photography Poetry Short Story

- I grant the General Federation of Women's Clubs a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell, license, or sub-license the work in any media now known or later invented without limitation, for commercial or non-commercial purposes.
- I agree that I shall not release the work to any other publication in the same or substantially similar form, without prior written and explicit consent from the General Federation of Women's Clubs.

This agreement shall become effective and binding at the date of formal acceptance of the work for publication by the General Federation of Women's Clubs.

Full Name (Print)		
Mailing Address		
City	State	Zip
Email		
Phone		

Signature

Date

Parent/Guardian Signature (if submitter is under 18 years of age)

Date