



**CALIFORNIA FEDERATION OF WOMEN'S CLUBS**  
**CLUB AWARD ENTRY COVER SHEET**  
*Annual Reporting January 1- December 31, 2024*

Chairman: (Open) Sylvia Baran		Club: GFWC Woman's Club of Indio	
# of Club Members (as recorded in 2024-25 CFWC Yearbook): 113		District: De Anza District	Area: D
Club Position: Communication and Public Relations Chair			
Reporter's Address: P.O. Box 1503			
City: Indio		State: CA	Zip: 92202
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<b>Communication and Public Relations</b> GFWC Advancement Program			

Founded in 1912, the GFWC Woman's Club of Indio (WCI) ignited growth and innovation in Indio. It began when ten visionary women formed the Altrurian Literary Club (meaning "selflessness in service to others") in a rugged desert town dominated by male railroad workers and ranchers. These pioneering women met under the full moon so their horses could safely guide them home and transformed their club into a force for community improvement through volunteer work. In 1916, they established Indio's first circulating library and later joined the General Federation of Women's Clubs. In 1924, our member Dr. June McCarroll advocated for the "White Lines Measure" for painted highway centerlines, which gained statewide support. Today, WCI remains committed to making a meaningful difference in our community and addressing Indio's evolving needs. From scholarships and literacy initiatives to historical preservation and health and wellness advocacy, we honor the legacy of our founding sisters. Over 112 years have passed since our club's founding, and the world has changed; however, our goals, drive, and commitment to making a difference remain the same and are stronger than ever.

**Project Title:** WCI Delivers: Read All About It! and QuickTakes ~ News in a Flash!  
**Hours:** 403 **Donated:** \$0 **In-Kind:** \$0

WCI Delivers: Read All About It!

The GFWC Woman's Club of Indio's WCI Delivers is a vital monthly newsletter keeping 138 members and 40 friends informed. It covers meetings, events, donation drives, and workshops while celebrating community contributions. With an 87.5% open rate in 2024, it surpasses industry standards. This year, the newsletter's design was refreshed with a soft aqua palette, modern fonts, and a streamlined format, giving it a professional look.

Features include:

- President's Message and board updates.
- Upcoming Events, Federation News, member bios, and service milestones.

- Photo Galleries of recent events.

New columns highlight:

- Yard of the Month, showcasing water-wise landscapes.
- Care and Concern, focusing on member well-being.
- Volunteer Spirit, celebrating member contributions.
- Health and Wellness, featuring donation needs and event recaps.
- Project Champions, supporting initiatives like Read with Me and community walks.

QuickTakes ~ News in a Flash! is an eBlast that fills gaps between newsletters with concise updates, announcements, and meeting details. Consolidating communications prevents inbox clutter and has been highly effective. Linked to our website and Facebook page, WCI Delivers is a tool that informs, connects, and inspires, amplifying the mission of the GFWC Woman's Club of Indio.

**Project Title:** WCIndio.org Website      **Hours:** 605    **Donated:** \$0    **In-Kind:** \$0

WCI proudly showcases our California Federation of Women's Clubs (CFWC) award-winning website. Following a complete revamp in 2020, we focus on continuous improvement to create a user-friendly, streamlined experience that reflects our vibrant spirit. In 2024, there were no major changes, and our focus was on using needed web pages only for easy and fast navigation. We had over 68,000 visits to our website in 2024, up from 60,400 visits in 2023 and 52,600 visits in 2022. The vast majority of our members use the website to pay dues, make donations, and register for events. Well over 85% of our members now pay digital which makes accounting much more streamlined. The addition of event software, Greater Giving, has transformed our annual fundraiser registration, check-in, and sales check-out, resulting in 97% of payments being made online. Our ongoing mission inspires committee members to work smarter, not harder while simplifying the accounting process for our treasurer and financial secretary. The success of our website has motivated two clubs and the District to seek assistance from our webmaster for their own website. Together, we are reminded that sharing knowledge strengthens our community, reinforcing that we are all on this journey together!

**Project Title:** Using Facebook to Share WCI News      **Hours:** 12    **Donated:** \$0    **In-Kind:** \$0

The social media platform Facebook has been a useful communication tool, not only for our members but for our community as well. We have several administrators, and we post regularly. Our posts promote club events, share our members' successes, and, most importantly, share with the world our service to our community. Facebook has a new service called Professional Dashboard and Meta Business Suite, which offers tutorials and guided steps to increase post reach and engagement. Reels, which are short videos, are a suggested way to get more post viewers and engagement, so we have been regularly posting reels with catchy music. Facebook posts benefit us in many ways, in that they document our history, have gotten us a number of new members, and are an easy way for members to keep up with our club happenings. Our Facebook page has followed other organizations and clubs, and we have formed stronger bonds with our community allies.

**Project Title: Designing on Canva****Hours: 20****Donated: \$192****In-Kind: \$0**

We continue to use Canva to design social media posts, ads, and published materials—including our annual fundraiser invitation and event flyers—which has led to a much more polished and professional look. Designing the materials takes much less time as the platform is very intuitive and user-friendly. Purchasing the Canva Premium program allows for access to more professional content.

**Project Title: Constant Contact Keeps Us in Contact****Hours: 0****Donated: \$0****In-Kind: \$0**

For many years, WCI has relied on Constant Contact for our comprehensive monthly newsletters, eBlasts, and announcements. It offers a cost-effective, easy, and professional way to communicate and track engagement. We're also expanding its use to include texting members, allowing us to monitor outreach and link success. Among the best features are the ability to schedule publication dates and times, automatically resend to those who have not opened the original email, and see reports on when the communication was viewed, by whom, and what links were accessed. The poll option facilitates follow-up when member input is needed and manages electronic voting should the need arise.

**Project Title: Texting Reminders to Stay Connected****Hours: 10****Donated: \$0****In-Kind: \$0**

Even though our meetings are held at the same time each month, and our newsletter gives a reminder, many members forget to RSVP for our monthly meetings. RSVPs are very important, as we hold our meetings at a private country club, and they provide the exact number of meals we order. If we show up without a reservation, we will not get a meal, and if we forget to come after making a reservation, we are still charged. People do not always answer their phones, but most of our members keep their cell phones close and respond to a text immediately. Sending a text message to members a couple of days before the event registration deadline with a link to our website sign-up is a fast, inexpensive, and very effective way to increase attendance. It also results in fewer uneaten meal payments. We have been tracking the text response, and within two days of the text reminders, RSVPs for the meetings or events double. Texting has certainly met our goal of increasing meeting and event attendance.

**Project Title: Charming QR Code Purse Charm****Hours: 2****Donated: \$0****In-Kind: \$0**

Last year, we designed a cute purse charm with our logo on one side and a QR code that links to our website on the other. We designed the charms on Zazzle.com, costing approximately \$5 per charm. We felt that after the pandemic and restaurants' use of QR codes for their menus, the public was familiar with QR codes and would be receptive to our charms. We wanted to replace the necessity of carrying around a brochure or trifold with something that was always available to provide club information to potential members or donors. This year, we have continued to promote their use. We made the purse charms available for members to buy at our meetings, and many were excited to purchase them. We have found that some of our members regularly use the charm and QR code to quickly access our website. This term, our Membership Chair has provided one of these charms to each new member, as the Chair has personally found the charm helpful.