



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

Annual Reporting January 1- December 31, 2024

Chairman: Mickie Reed	Club: Beaumont Woman's Club	
# of Club Members (as recorded in 2024-25 CFWC Yearbook): 21	District: De Anza	Area: D
Club Position: President		
Reporter's Address: P.O. Box 3071		
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<p style="text-align: center;">Communication and Public Relations Advancement Plan GFWC Special Program, Community Service Program, Advancement Plan, ESO</p>		

Since 1908, Beaumont Woman's Club has been nestled in the valley of the San Gorgonio Mountain Pass. The city of Beaumont is known for its mountain views and its residents for their hard-working pioneer spirit. Beaumont Woman's Club still demonstrates that pioneer spirit to this day and has always been actively involved with our community through our community service projects. Some of our projects include supporting the library, the military, and helping a local charity feed the hungry with needed donations of food. We are a diverse group with several members in their nineties to younger employed members. Each member brings with them that pioneer spirit that keeps the Beaumont's Woman's Club a vital member of the community. Our motto is "Crowned by Service".

Project: Chamber of Commerce

Hours 20

Spent \$230

This year, one of our members suggested that we join the Chamber of Commerce. The membership costs \$80 per year. We voted to join the Chamber of Commerce but only if there were members who were committed to attending the monthly meetings and we do. We have four members who committed to rotate attending the monthly Chamber Friday morning breakfasts. The breakfasts cost \$25 and our club voted to reimburse each of our attendees \$10 of the cost.

The Chamber offers many programs and incentives. They publish our flyers in their weekly newsletters. They offer a formal "ribbon cutting" celebration which we have scheduled to celebrate our 117th Anniversary next year. They will publicize the event as well as invite local officials to attend.

Although we are new to the Chamber of Commerce, we have already had three members from the Chamber decide to join our club after hearing about our club at the November breakfast. In addition, we have met other prominent business and organization leaders who we can learn from and partner with. Overall, our membership and interactions with Chamber members have given us a big return on a very small investment.

Project: The Patch (Online Newspaper)

Hours 10

Spent \$0

The Patch is a local online newspaper that is specific to each community. This newspaper allows us to post our events at no charge. Every month or more often, we post our flyers for upcoming meetings and events. Using their online format, posting an event is very easy and allows a big photograph of our flyers as

well as Google map directions for our event location. We have had guests at meetings and events who came because they saw us on The Patch.

Project: Facebook, Community Webpages & Instagram **Hours 40** **Spent \$0**

We made a concerted effort to be present on social media this year. We posted our flyers and events on Instagram and Facebook as well as pictures of our meetings, social outings, and events. We also posted birthday messages to our members. We encouraged our members to share our posts and the number of followers has grown because the members shared them.

We have joined most of our community's Facebook pages that let the residents know what is happening in our area. We regularly share our flyers and pictures on the community's pages. Since many people comment and like our posts, there has been an increase in views and "likes" on our main page.

Project: Nextdoor App **Hours 10** **Spent \$0**

Another free and widely circulated online forum is Nextdoor. Nextdoor is a phone and computer app for specific neighborhoods where you can get local tips, place advertisements, buy and sell items, and more. Our members regularly post our event flyers and meeting photos on their personal Nextdoor app for their community. We hope to raise awareness about our organization and our events as well as get new members from these postings.

Project: Fantastic Flyers! **Hours 35** **Spent \$0**

After attending a General Federation of Women's Clubs online workshop on the use of Canva, we started using Canva to design our flyers and advertisements. Canva is an online graphic design platform that provides a "drag and drop" simple process to create social media graphics, flyers, and other promotional products. The site has a free version but we upgraded to the "pro" version to have more design options. Now our flyers are beautiful and eye-catching. We proudly display on our social media, hand them out personally, or send them through the mail. Canva gives our organization's flyers a professional look!

Project: Email Blasts **Hours 30** **Spent \$0**

After every monthly general meeting, our Corresponding Secretary sends out an email to each member detailing what happened at each board meeting and general club meeting. She also shares our upcoming plans with our members via email. Our members appreciate receiving the details all in one email and it keeps us all connected.

Project: Text Reminders **Hours 10** **Spent \$0**

We have found that members do not always read their emails or respond to telephone calls. However, most members have their cellphones in their hands or at least close by, so we have found that text messages are acknowledged and responded to with a much greater frequency.

The day before our meeting or events, we send out a text message reminder with a copy of our flyer to each member. This has resulted in better attendance overall. Texting is an effective way to communicate with the club members.