



GFWC Reporting: GFWC Advancement – Communication and Identity

Did your club do any programs or project pertaining to the following that can be reported in the GFWC Communication and Identity Advancement Narrative?

ACTIONS:

GFWC Identity

- GFWC is part of the Club name
- Use GFWC brand and emblems
- Reference the GFWC Stylebook
- Have a club banner with GFWC logo
- Members use GFWC name/logo totes
- Members use GFWC address labels/stationary from GFWC fundraising marketing
- Members wear GFWC member pin, domestic violence pin
- Club has GFWC logo clothing with club name
- Club stationary with GFWC logo
- GFWC banner is displayed at each meeting or club event
- Book plates with GFWC logo
- GFWC logo on magnetic car signs, club programs, invitations, raffle tickets, bumper stickers
- Club Nametags

GFWC Communication

- Media publicity highlighting club event
- Media: Magazine, newspaper articles, other print media and visual media about club activities
- Participated in the GFWC and/or GFWC-AZ Newsletter and Website Contests
- Subscribe to GFWC Clubwoman Magazine
- Submit articles to GFWC Clubwoman Magazine
- Viewed the GFWC PSA –“I’m a GFWC Clubwoman” - March 2010
- Celebrate Federation Day
- Received and read the GFWC Arizona Clubwoman Newsletter
- Received e-mail communications from GFWC Arizona
- Submit club articles to GFWC Arizona Clubwoman Newsletter
- Publish a club newsletter
- Have a club website, blog, Facebook, twitter, linkedIn, other social media
- E-mail communications with members
- Contact local media with press releases
- Publish a club profile
- Club yearbooks/directory
- Distribute GFWC profile/tri-fold
- Members use GFWC business cards
- Community bulletin boards
- Publicity in community publications/newsletters
- Highway signs/billboards
- Use of multi-media/television, video, SD, DVD, CD, Powerpoint presentations