



GFWC Communications & Public Relations Quarterly Connections June 2021 Issue

With summer underway and the pandemic quickly moving to the rear view mirror, this is a reminder to reach out to your state membership and stay connected via multiple methods of communication. Engage them via live video on social media while you are off for the summer months and use this time to plan your fall in-person meetings. In this issue, Denise and Eileen will share some thoughts and ideas about reviewing your club website and the importance of branding your club.

Time to Look at Your Club Website

By: Denise Cannatella, CPR Committee Member, GFWC LA

What is it that draws you in when looking at websites? Is it the vibrant home page? The information posted on the page about the organization, is it too much or not enough? Is it the photographs? Videos? Is it easy to navigate through? All valid questions and really, there is no right or wrong answer here.

When designing a website for your organization or state, it should reflect your brand. Let the viewer see what your club or state is all about. Possibly begin with the club motto or goal. Highlight the interests, projects and programs that the club supports each month or year. Make it visually appealing but do keep it professional looking. Do not try to cram too much information in there at one time. Remember sometimes, less is more. This is your calling card to potential new members so share your message here about your clubs and their projects of work. Do not overload with too many photographs of club members at events and post more of what the event is for and why your club is hosting or supporting that event.

Keep your content fresh and up to date. Keep in mind that the people that will be looking at your website the most may not know anything about who and what you are. This is your information page so use precise language and clear, high quality photographs on your site. Explain why your club has adopted these projects/programs and why you are so passionate about them. For instance, an event you may host for Breast Cancer Awareness, etc. Consider refreshing your content monthly or every couple of months in order to keep interest in your website. Doing so will keep that potential new member coming back to see what you are up to each month!

Also, make sure your site is easily accessible from all methods of technology, computers, tablets, and mobile phones. We live in a mobile world; today's women are on the go and need to be able to pull up information wherever they are at any given moment. Speak to those women when designing or overhauling your website. Make sure to add in a contact page with a phone number and name to contact, email address, social media links, and consider adding in a form to fill out for more information. This can be a wonderful tool in attracting new members.

Remember, your website is the front door to your clubhouse. And while it is the place to highlight all the work your club does throughout the year, remember to keep it fresh, keep the message clear and precise, and share what you do and why.

The Importance of Club Branding

By: Eileen Hageman, CPR Committee Member, GFWC IA

You are driving down the road....There it is! Your favorite coffee shop! You'd recognize that distinctive green and white logo anywhere. You associate the business with a good product and many fond memories. This is a business you trust and you are apt to return. This association and recognition of a logo countrywide is an example of branding. Corporations have spent billions of dollars to achieve this type of recognition.

Branding is just as important for non-profit organizations. Branding is our way of telling an audience who we are. It is a way that we can tell our story. You may think that with your club having so many activities going on, that it's not important. It is important! We need to differentiate ourselves from other organizations, to attract new membership, secure donations, and work toward common goals. Your brand helps you tell a story and helps the audience buy into the story.

Your brand is your identity- It is your personality-It is your reputation. It is what you stand for. Branding is the written, and the visual way that you communicate. It is how we tell others about our purpose and our causes. It shows how we work toward those causes. How does your community react to your logo on social media, on a flyer, or sign? Is there a flash of recognition? Are your club members familiar with the GFWC emblem, tagline, and motto?

When people feel connected to your brand, they feel connected to you. If you want proof, think about your favorite brand of coffee, clothes, or shoes. Even GFWC? We love our organization for what it stands for- what we feel when we see the logo, and the phrase "Unity in Diversity". If you feel connected to a brand, you are likely to buy more, spend more, donate more, and just be more invested.

What is your brand? Each club can be different in purpose, in projects, and areas of emphasis. Does your brand relay this information to a perspective member?

We know now, WHY branding is important. Join us at our workshops at the upcoming Convention, in Atlanta, to find out HOW you can make sure that your brand is reflective of your club. We want our brand to be memorable, to stand out, and to give you needed traction within your community. Branding does make a difference!

*Many thanks to Denise and Eileen for their contributions to this issue! Remember to join us on Facebook in our private group: **GFWC Advancements and Programs Forum** where we exchange ideas and offer other helpful tips and tricks of the trade.*

Thank you for your dedication to your state federation and to GFWC. We appreciate you! Please don't hesitate to reach out if we may be of service to you at any time.

In Federation Spirit,

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2020-2022 GFWC CPR Chairman

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