Communications/Public Relations

Does the thought of public relations intimidate you? Public relations is basically communication outside the club. It is not only getting your club in newspapers and/or on TV or radio. There are other ways you can get positive attention about your organization and all the good you do. Depending on your community, it might be extremely difficult to get media attention. Or your club doesn’t do a huge project that would meet the news outlets’ criteria. But there are other ways to raise your visibility in your county.

Wearing a club T-shirt or the GFWC Missouri T-shirt whether doing GFWC work or not can invite inquiries about your organization and give you a chance to tell someone about GFWC. In addition, when club members wear a GFWC shirt as they participate in service projects, it tells people that your club is serving the community.

Passing out a trifold brochure, a book mark or a flyer with information about your club and GFWC in general is a good way to spread the word. Depending on your community these could be left out at the library, the senior center or community center, or at a booth at a community celebration. They can also be used as a recruitment tool, providing more information to prospective members.

Even if your local newspaper will not write an article about your club, you can write letters to the editor/Op-Ed articles, telling the community about GFWC, your club, and its projects. And do your local radio and TV stations have public interest spots to which you can invite yourselves to promote some of the club activities and services? Don’t be shy. Reach out. You may be surprised at what kinds of publicity opportunities are available to you.

*[Communications and Public Relations (CPR) resources are available through the Member Portal on gfwc.org and in the CPR section under the Advancement Areas tab on gfwcmo.org.]*

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