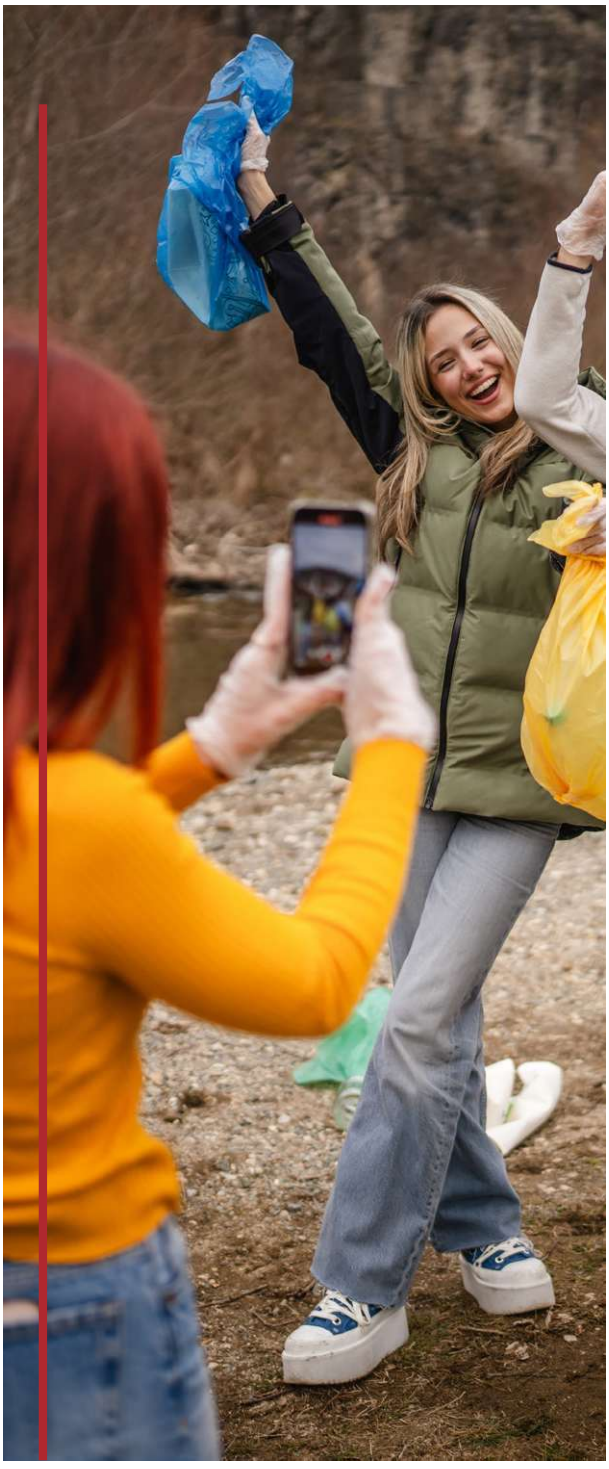
2026-2028 UNITY PROJECT

GFWC MEDIA MAKERS PROJECT: "CREATING, CAPTURING, AND COMMUNICATING THE POWER OF GFWC"



PROJECT OVERVIEW

The GFWC Media Makers Project is a two-year international Unity Project that unifies clubs through the creation of meaningful media that showcases GFWC's global impact. Clubs build a shared GFWC Media Library of photos, videos, stories, graphics, and templates.

STATE-LEVEL IMPLEMENTATION

This Unity Project is implemented at the STATE/DC LEVEL for sharing, coordination, and collaboration. State Communication and Public Relations Committee Members will serve as the guides – providing leadership, training, communication support, and direction for clubs as they develop and share their media contributions. These committee members help ensure consistent branding, storytelling, and strong statewide visibility across all Federations.

TWO-YEAR STRUCTURE

YEAR ONE: CREATE & CONTRIBUTE

- Appoint a Media Makers Team.
- Learn photography, video, storytelling, and branding.
- Submit at least four media pieces.
- Use GFWC branding for consistency.

YEAR TWO: SHOWCASE & SHARE

- Continue contributing.
- Create one signature media project.
- Participate in the Media Makers Showcase.
- Share projects with State Federations and GFWC International.

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HOW CLUBS PARTICIPATE

- Form a Media Makers Team.
- Use the GFWC Media Makers Toolkit.
- Produce and contribute media regularly.
- Store photos, videos, and promotional materials in an organized location within your State/DC for future use and easy access.
- Highlight work locally.
- Complete a Year Two Signature Project.

SAMPLE PROJECTS

- Service in Action Photo Series.
- "We Are GFWC" Video Interviews.
- Canva Template Kits.
- Club Legacy Documentary.
- Joint Media Project with a Local Organization.
- Monthly Media Moments.
- Community Impact Graphics.

MEASURABLE OUTCOMES

- Number of media pieces created.
- Submissions to your State/DC Media Library.
- Public reach and visibility.
- Number of club members trained.
- Participation in signature projects.

PROJECT IMPACT

- For Clubs: Stronger branding, better recruitment tools.
- For Communities: Increased visibility of GFWC work.
- For GFWC International: Unified media identity and stronger storytelling.

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