2020-2022 ADMINISTRATION

GFWC
CLUB MANUAL

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LETTER FROM THE PRESIDENT

Dear Fellow Members,

I am thrilled to welcome you to the 2020–2022 GFWC Administration and am so honored to serve as your 53rd GFWC International President. I hope you are as eager as I am to embrace the many opportunities of leadership, service, and fellowship that will be ours over the next two years. I plan to serve both GFWC and our communities, here and around the world, to the full extent of my energy and abilities, and I know that I can count on you to be there with me!

Just weeks ago, GFWC marked 130 years since 63 woman's clubs met in New York City to ratify our constitution and, thus, to launch the first volunteer organization for women. The world has faced many challenges since that time, and now, with illness and unrest spreading throughout our country, we also will be tested. Like the women who have gone before us, I am certain we will rise to the challenge. Our commitment is as strong as ever.

In preparing for this Administration, I have worked with the Strategic Planning Committee to generate new ideas and to set achievable goals. I am particularly proud of our efforts to streamline and modernize the Federation, and I hope you will help us continue that process. Your leaders have also carefully studied information garnered through member surveys and dialogs, and used it to revitalize our Special Programs, Community Service Programs, and Advancement Plans. Many thanks to the Executive Committee and the Chairmen and Committee Members who brought these plans to fruition.

As clubwomen, we gain strength and confidence from every volunteer experience. When we work together, **no dream is too big**. We believe in new beginnings, as symbolized by our use of the rising sun, and the skill and passion that grows from opportunity and optimism.

Thank you for placing your trust in me. I am excited by the prospect of serving shoulder-to-shoulder, and I sincerely appreciate your contributions to what I know will be an exhilarating and memorable endeavor for us all.

Yours in ***Living the Volunteer Spirit!***

Marian Simmons-St.Clair
GFWC International President

2020-2022

ADMINISTRATION CALENDAR

2020

August 17-18	Executive Committee and Staff Retreat (Monday afternoon & Tuesday)
August 19-22	GFWC Executive Committee Meeting
August 22-25	GFWC Board of Directors Meeting | Remote
September 19	GFWC Mississippi Valley Region Conference | Remote
September 26	GFWC Western States Region Conference | Remote
October 3	GFWC Middle Atlantic Region Conference | Remote
October 10	GFWC South Central Region Conference | Remote
October 17	GFWC New England Region Conference | Remote
October 24	GFWC Great Lakes Region Conference | Remote
October 31	GFWC Southern Region Conference | Remote
November 5-8	GFWC Southeastern Region Conference | Tennessee
December 4-9	GFWC Executive Committee Meeting
December 6-8	GFWC Resolutions Committee Meeting
December 9	GFWC Holiday Reception

2021

January 13-17	GFWC Executive Committee Meeting GFWC
January 14-16	GFWC Bylaws Committee Meeting
March 1-3	GFWC Budget & Finance Committee Meeting
March 3-7	GFWC Executive Committee Meeting GFWC
March 3	GFWC Women's History Month Reception
April 18-24	GFWC Volunteers in Action Week
April 24	GFWC Federation Day
May 18-19	Strategic Planning Committee Meeting
May 19-21	GFWC Executive Committee Meeting

ADMINISTRATION CALENDAR

June 22-23	GFWC Executive Committee Meeting
June 25	GFWC LEADS, Board of Directors Meeting, State Night Banquet
August 16-17	GFWC Executive Committee Meeting
August 27	GFWC Board of Directors Meeting
August 28-30	2021 GFWC Annual Convention, Marriott Marquis Hotel | Atlanta, Georgia
September 9-12	GFWC Western States Region Conference | Colorado
September 16-19	GFWC New England Region Conference | Massachusetts
September 23-26	GFWC Mississippi Valley Region Conference | Minnesota
September 30- Oct. 3	GFWC Middle Atlantic Region Conference | Delaware
October 7-10	GFWC Great Lakes Region Conference | Illinois
October 14-17	GFWC South Central Region Conference | Louisiana
October 21-24	GFWC Southern Region Conference | Florida
October 28-31	GFWC Southeastern Region Conference | Maryland
December 6-9	GFWC Resolutions Committee Meeting
December 7-9	GFWC Holiday Reception

2022

January 6-9	GFWC 2022-2024 Administration Orientation Meeting
January 9-11	GFWC Strategic Planning Committee Meeting
January 12-16	GFWC Executive Committee Meeting
January 13-15	GFWC Bylaws Committee Meeting
March 7-9	GFWC Budget & Finance Committee Meeting
March 9-12	GFWC Executive Committee Meeting
March 9	GFWC Women's History Month Reception
April 24-30	GFWC Volunteers in Action Week
April 24	GFWC Federation Day
June 21-22	GFWC Executive Committee Meeting
June 23	GFWC Convention Tour
June 24	GFWC LEADS, Board of Directors Meeting, State Night Banquet
June 25-28	2022 GFWC Annual Convention, Hilton New Orleans Riverside | New Orleans, LA
June 28	Installation of 2022-2024 GFWC Officers

STATE STATISTICAL FORM & AWARD ENTRY FORMS

In order to compile our annual report, GFWC requires all of its State Federations to submit statistical totals each year. Clubs may also compete in the GFWC Awards Program by submitting the GFWC Award Entry Forms.

The major points of the process include:

- Clubs will report to their respective State Federations in accordance with their respective guidelines.
- Each State President will provide GFWC with a completed State Statistical Form that includes the totals from all Woman's, Junior Woman's, and Juniorette clubs in her respective state. Statistics for projects with Affiliate Organizations are recorded in the most appropriate Special Program or Community Service Program according to the intent of the project.
- There will be an Awards Program for states based on membership categories established at the beginning of each administration.
- States that do not submit the Statistical Form by the deadline are ineligible to receive state membership category and club creativity awards.
- In accordance with the State Award Entry Cover Sheet guidelines, each State Federation may submit one entry for each of the two Special Programs, one for each of the five Community Service Programs, one for each of the six Advancement Plans, and one for Epsilon Sigma Omicron (ESO). Such State Award Entries may include projects from Woman's, Junior Woman's, and Juniorette clubs as well as projects completed with Affiliate Organizations. Judging criteria will be based upon the community or club impact of the projects submitted. The Awards Program is optional.
- In accordance with the Club Creativity Award Entry Cover Sheet guidelines, each State Federation may submit one club entry for each of the two Special Programs, one for each of the five Community Service Programs, and one for each of the six Advancement Plans and one for Epsilon Sigma Omicron (ESO). Judging criteria will be based upon the creativity of the projects submitted. Clubs will not submit entries. The Club Creativity Awards are optional.

For more information, refer to the Awards, Contests, and Grants section of the *Club Manual* or contact the GFWC Programs department at ***Programs@GFWC.org***.

GENERAL FEDERATION *of* WOMEN'S CLUBS

State Statistical Form

Annual Reporting Period: January 1 – December 31, 2020

State Federation Name:			
State President Name:		Email Address:	
State President Mailing Address:			
City:	State:	Zip:	Phone:

INSTRUCTIONS

Complete this form to include total statistics from your State Federation, including Woman's, Junior Woman's, and Juniorette clubs, for each Special Program, Community Service Program, Advancement Plan, and the Epsilon Sigma Omicron (ESO). If clubs have provided statistics for projects with Affiliate Organizations, such statistics are recorded in the most appropriate Special Program or Community Service Program according to the intent of the project.

Submit this statistical form to ***Programs@GFWC.org*** and ***SBrazil@GFWC.org*** no later than 11:59 p.m. (EDT) on March 15, 2021, or send via postal mail postmarked to:

GFWC
Attn: Programs Department
1734 N Street NW
Washington, DC 20036-2990

-AND-

Suellen Brazil, GFWC First Vice President
6510 Bay View Lane
Daphne, AL 36526-4720

Deadline: March 15, 2021

Do not attach your entries (narratives) for awards with this form. This is a statistical report only. Refer to the Award Entry Cover Sheets and use these cover sheets when submitting your award entries.

GENERAL FEDERATION *of* WOMEN'S CLUBS

State Statistical Form

DEFINITIONS

Community Service Programs are the programs and projects members initiate and participate in to serve their communities, including projects with GFWC Affiliate Organizations.

Number of Projects is the numerical account of the programs and projects initiated and participated in by the clubs in your State.

Volunteer Hours is the amount of time that members worked on club approved programs and projects.

Dollars Donated is the monetary amount given to programs and projects.

In-Kind Donations reflect the monetary value for goods provided to programs and projects. Please refer to the GFWC In-Kind Donation Guide for an estimated value of commonly donated items at ***www.GFWC.org***.

Dollars Spent are costs incurred by members, clubs, or State Federations to achieve Advancement Plan goals.

Dollars Raised reflects the dollars earned from fundraising and development programs and projects.

		Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
GFWC SPECIAL PROGRAMS					
GFWC SIGNATURE PROGRAM: DOMESTIC AND SEXUAL VIOLENCE AWARENESS AND PREVENTION	All Club/Community Projects				
GFWC JUNIORS' SPECIAL PROGRAM: ADVOCATES FOR CHILDREN	All Club/Community Projects				
GFWC COMMUNITY SERVICE PROGRAMS					
ARTS AND CULTURE	All Club/Community Projects				
CIVIC ENGAGEMENT AND OUTREACH	All Club/Community Projects				
EDUCATION AND LIBRARIES	All Club/Community Projects				
ENVIRONMENT	All Club/Community Projects				
HEALTH AND WELLNESS	All Club/Community Projects				

GENERAL FEDERATION *of* WOMEN'S CLUBS

State Statistical Form

	Number of Projects	Volunteer Hours	Dollars Spent
GFWC ADVANCEMENT PLANS			
COMMUNICATIONS AND PUBLIC RELATIONS			
LEADERSHIP			
LEGISLATION/PUBLIC POLICY			
MEMBERSHIP			

	Number of Projects	Volunteer Hours	Dollars Raised
FUNDRAISING AND DEVELOPMENT			

	Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
WOMEN'S HISTORY AND RESOURCE CENTER				

	Volunteer Hours	Books Read
EPSILON SIGMA OMICRON (ESO)		

We are continually working to develop partnerships with organizations whose mission and scope of work are germane to GFWC. This form will be updated as Special Program, Community Service Program, and Endorsed Fundraiser agreements are finalized.

Submit this statistical form to ***Programs@GFWC.org*** and ***SBrazil@GFWC.org*** no later than 11:59 p.m. (EDT) on March 15, 2021, or send via postal mail postmarked to:

GFWC
Attn: Programs Department
1734 N Street NW
Washington, DC 20036-2990

-AND-

Suellen Brazil, GFWC First Vice President
6510 Bay View Lane
Daphne, AL 36526-4720

Deadline: March 15, 2021

AFFILIATE ORGANIZATIONS STATE DATA FORM

State Federation Name:			
State President Name:		Email Address:	
State President Mailing Address:			
City:	State:	Zip:	Phone:

Each State President provided a completed State Statistical Form and State Award Entry Form that included statistics for and descriptions of projects with the GFWC Affiliate Organizations. Such statistics and descriptions were included in the appropriate GFWC Special Program or Community Service Program according to the intent of the project. As State President, you are asked to pull all statistics related to projects with each Affiliate Organization and enter them in the designated line below. This information is being gathered to gain the full scope of our work with Affiliate Organizations and will be shared with each to demonstrate service by GFWC clubwomen.

		Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
GFWC AFFILIATE ORGANIZATIONS					
CANINE COMPANIONS	All Club/Community Projects				
HEIFER INTERNATIONAL	All Club/Community Projects				
HOBY	All Club/Community Projects				
MARCH OF DIMES	All Club/Community Projects				
OPERATION SMILE	All Club/Community Projects				
PCAA	All Club/Community Projects				
ST. JUDE CHILDREN'S RESEARCH HOSPITAL	All Club/Community Projects				
UNICEF	All Club/Community Projects				
UNF SHOT@LIFE CAMPAIGN	All Club/Community Projects				

Affiliate Organizations *are the organizations with which GFWC has a signed Letter of Agreement. GFWC collaborates with these organizations to advance our mutual concerns through hands-on projects, advocacy, and fundraising efforts.*

Please return form to: **Programs@GFWC.org with a copy to SBrazil@GFWC.org**

-OR-

GFWC
Attn: Programs Department
1734 N Street NW
Washington, DC 20036-2990

-AND-

Suellen Brazil, GFWC First Vice President
6510 Bay View Lane
Daphne, AL 36526-4720

Deadline: April 1, 2021

GENERAL FEDERATION
of WOMEN'S CLUBS

STATE AWARD ENTRY COVER SHEET

2020 REPORTING YEAR

Prepared by: Name:		State Federation:
State Position:		
Address:		
City:	State:	Zip:
Email:		Phone:

_____

Name of GFWC Special Program, Community Service Program, Advancement Plan, or ESO

STATE AWARD ENTRY:

Entries may be no more than three (3) pages single spaced (excluding cover sheet) and include:

- Up to two (2) pages describing no more than ten (10) specific projects completed by clubs that have made the most impact in a community or club. Include information that describes the "who, what, when, where, how, and why" of the project as well as pertinent statistics for that project.
- One (1) additional page, single spaced, describing the activities at the State Federation level initiated and organized by the State Federation/State Chairman.

Submit the award entry to the appropriate GFWC Special Program, Community Service Program, or Advancement Plan Chairman as noted on the first page of the appropriate section of the *Club Manual* no later than **March 15, 2021** with:

- Cover sheet
- Up to two (2) pages describing no more than ten (10) club projects
- One (1) page describing State Federation activities

Note: *State Federations are responsible for keeping a copy for their records.*

GENERAL FEDERATION
of WOMEN'S CLUBS

CLUB CREATIVITY AWARD ENTRY COVER SHEET

2020 REPORTING YEAR

Prepared by: Name:		State Federation:
State Position:		
Address:		
City:	State:	Zip:
Email:		Phone:

_____

Name of GFWC Special Project, Community Service Program, or Advancement Plan

Club President Contact Information		
Club Name:	Club President's Name:	
Club President's Email:	Club President's Phone:	
Club City:	Club State:	Zip:

$50 CLUB CREATIVITY AWARD ENTRY:

Send a one (1) page narrative of the most creative project by one club from your State for consideration of the $50 creativity award (this is judged separately and may also be part of the ten (10) projects listed on the State Federation entry form):

- Judging based on creativity of the project
- State Chairman is responsible for completing Club Entry Cover Sheet and attaching it to the narrative

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Submit the award entry to the appropriate GFWC Special Program, Community Service Program, or Advancement Plan Chairman as noted on the first page of the appropriate section of the *Club Manual* no later than **March 15, 2021** with:

- Cover Sheet
- One (1) page narrative on most creative project

Note: *State Federations are responsible for keeping a copy for their records.*

CAPITAL CAMPAIGN

"THE CAMPAIGN FOR THE FUTURE"

GFWC is into the home stretch as the 2020–2022 Administration begins the final leg of the "Campaign for the Future!" In our dash to finish line, we are racing towards a spectacular finale and celebration of the 100th Anniversary of GFWC's guardianship of 1734 N Street NW, Washington, DC. Every member can stake a claim of pride and proprietorship in our beautiful and historic Headquarters, linking arms with past GFWC sisters who raised more than $75,000 in 1922 to purchase the magnificent mansion on N Street.

JOIN US IN RUN FOR THE ROSES

The goal for the final phase of the Campaign is $1,000,000! We hope every member will take part in this effort to protect and preserve our GFWC Headquarters, so opportunities are offered to fit everyone. As we head for the finish line, please consider one of the three recognition levels as an individual or group gift. Work together as a club, District, State Federation, and Region to encourage every member to invest in the "Campaign for the Future."

RUN FOR THE ROSES OPPORTUNITIES

Three recognition levels for participation:

$202.20 – $499.99
Receive a
GFWC Headquarters Bookmark

$500 – $999.99
Receive a
Run for the Roses logo item

$1,000 and Beyond
Receive a dazzling Jeweled Rose Pin

For more than 130 years, GFWC members have raised funds in support of worthy causes and the organizations that promote them. Now, the time has come for us to make a significant investment in ourselves. At various periods in history, clubwomen throughout the United States and across the world have quietly, efficiently, harmoniously, and steadfastly banded together as united members with a common purpose to achieve the greater good. The success of the "Campaign for the Future" will help us continue this work.

For additional information, contact Mary Jo Thomas, Capital Campaign Chairman, at 304-366-2912 or 202-365-7510. Your tax-deductible gift to GFWC, a 501(c)(3) organization, is greatly valued and appreciated.

Let's Sprint for the Finish!

2020-2022 CAPITAL CAMPAIGN COMMITTEE

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2020–2022 CONTESTS

Annual State Contest: One Award Certificate per membership category will be presented to the States raising the most money in the *Run for the Roses*, as determined by the Donation Form.

Annual Region Contest: One Award Certificate will recognize the "Most Creative Capital Campaign Fundraiser Held at a Region Conference" in the *Run for the Roses*, as determined by the GFWC International President and President-elect.

RUN FOR THE ROSES RECOGNITIONS

Individual and group donors who contribute at one of the three recognition levels in the *Run for the Roses* will be listed in the Gala Program at the 2022 GFWC Annual Convention Gala to be held on June 28, 2022, in New Orleans, LA.

GENERAL FEDERATION *of* WOMEN'S CLUBS

FOR THE *Run Roses*

CAMPAIGN FOR THE FUTURE 2020-2022
DONATION FORM

Donated By

Individual _____ Club_____ District_____ State _____

Donor Information

First Name_____ Last Name_____

Club/District/State Federation/Region (Circle one and list name)

_____

Mailing Address_____

City/State/Zip _____

Email _____ Phone (with area code) _____

Please check one of the giving levels:

☐ **$202.20-$499.99** Receive a GFWC Headquarters Bookmark

☐ **$500.00-$999.99** Receive a *Run for the Roses* logo item

☐ **$1,000 and Beyond** Receive a dazzling Jeweled Rose Pin

Donation Amount $_____

_____Check (Payable to GFWC) _____Cash _____Credit Card

**Please write in the memo line of your check "Run for the Roses"

Credit Card information accepted through the GFWC website GFWC Member Portal
or by calling GFWC Headquarters 202-347-2937

Complete this form and send to:

GFWC | Attn: Capital Campaign
1734 N Street NW
Washington, D.C. 20036-2990

DOMESTIC AND SEXUAL VIOLENCE AWARENESS AND PREVENTION

SIGNATURE PROGRAM

The goal of the GFWC Signature Program is to increase awareness of and help prevent the widespread occurrence of domestic abuse in communities across the nation by working with national domestic violence networks, supporting existing activities, working with various established programs, and initiating educational opportunities for club members and local citizens. GFWC aims to be a powerful voice for those who have no voice.

As approved at the 2019 Board of Directors Meeting in Austin, Texas, the Program has been expanded to include eight areas: **Intimate Partner Violence, Child Abuse, Teen Dating Violence, Campus Sexual Assault, Elder Abuse, Violence Against Native American Women, Military Sexual Assault, and Human Trafficking for Sexual Purposes.**

Each of the eight members of the Signature Program Committee has selected one of the focus areas as their area of concentration for the 2020-2022 Administration. Each focus area includes the following information:

- **Recognition:** What other organizations are working in these areas and what are they doing? Where can survivors and club members get information to learn about and identify abusive situations? What are the special emphasis months?
- **Rescue:** What do survivors need to help them escape dangerous situations? How can they be provided with connections to law enforcement, hotline phone numbers, and emergency supplies?
- **Recovery:** Where are shelters located and what services do they provide? How can survivors locate and access therapy? What types of support can clubs offer to secure these and other services for survivors?
- **Renaissance:** How can we help survivors make and attain goals for their future? What do they need (scholarships, transportation, etc.) to access educational and job training opportunities?

CHALLENGE PROJECT:
TEEN DATING EDUCATION AND AWARENESS

Embrace and carry out projects that provide young people and concerned adults with resources that teach the early signs of control and abuse, and lifelong skills to foster positive relationships. Consider:
· A local Teen Forum led by a certified teen counselor.
· An adult awareness program for club and/or community members.
· The donation of resources to schools, libraries, and places where teens gather.

2020-2022 SIGNATURE PROGRAM COMMITTEE

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Intimate Partner Violence

ADVISOR: DARLENE ADAMS

RECOGNITION

What is it? Intimate partner violence (IPV) includes physical, sexual, or emotional abuse, as well as sexual coercion and stalking by a current or former intimate partner. An intimate partner is a person with whom a person has or had a close personal or sexual relationship.

Who are the survivors? Domestic or Intimate Partner Violence happens in all types of relationships, including dating couples, married couples, same-sex couples, former or ex-couples, and couples who live together but are not married. Intimate Partner Violence happens more often among younger couples. Almost half of American Indian and Alaskan Native women, more than 4 in 10 African-American women, and more than 1 in 3 white and Hispanic women have experienced sexual or physical violence or stalking by their intimate partner.

Who are the perpetrators? While 24% of Intimate Partner Violence is conducted by women, 76% of Intimate Partner Violence is conducted by men. The male conducted abuse tends to be more violent, more controlling, and is more likely to require medical services or the use of a women's shelter.

RESCUE

Safety is the most important concern. Those in immediate danger should call 911. If not in immediate danger, consider these options: Get medical care, make a safety plan to leave, save the evidence, find out where to get help in the local community, talk to someone and look into a restraining order, call a helpline for free, anonymous help. (National Domestic Violence Hotline at 800-799-SAFE (7233) or 800-787-3224 (TDD). The hotline offers help 24 hours a day, 7 days a week, in many languages. The National Coalition of Anti-Violence Programs has a hotline to help LGBTQ+ victims of violence. Call 212-714-1141 for 24-hour support in English or Spanish.)

RECOVERY

Domestic violence often results in physical and emotional injuries. It can also lead to other health problems, reproductive health challenges, mental health conditions such as depression, and suicide. Women affected by Intimate Partner Violence are also more likely to use drugs or alcohol to cope. After the physical injuries have been treated, a mental health professional should be used to help cope with emotional concerns. A counselor or therapist can help to deal with emotions in healthy ways, build self-esteem, and help develop coping skills.

RENAISSANCE

Intimate Partner Violence is a serious problem that has lasting and harmful effects on an individual, families and communities.

What you can do:

- Prevention efforts that promote healthy, respectful, nonviolent relationships.
- Support programs that
  - Ø Teach safe and healthy relationship skills
  - Ø Engage influential adults and peers
  - Ø Disrupt the developmental pathways toward partner violence
  - Ø Create protective environments
  - Ø Strengthen economic support for families
  - Ø Support survivors to increase safety and lessen harms

RESOURCES

Centers for Disease Control and Prevention – www.cdc.gov

World Health Organization – www.who.int

National Domestic Violence Hotline – www.thehotline.org; 1-800-799-7233

National Coalition of Anti-Violence Programs (NCAVP) – www.avp.org/ncavp; or 212-714-1141 for 24-hour assistance in English or Spanish

Child Abuse

ADVISOR: TINA SMITH

RECOGNITION

What is it? Child abuse includes all types of abuse and neglect of a child under the age of 18 by a parent, caregiver, or another person in a custodial role (such as clergy, a coach, a teacher) that results in harm, potential for harm, or threat of harm to a child. There are four common types of abuse and neglect:

- **Physical abuse** is the intentional use of physical force that can result in physical injury. Examples include hitting, kicking, shaking, burning, or other shows of force against a child.
- **Sexual abuse** involves pressuring or forcing a child to engage in sexual acts. It includes behaviors such as fondling, penetration, and exposing a child to other sexual activities.
- **Emotional abuse** refers to behaviors that harm a child's self-worth or emotional wellbeing. Examples include name calling, shaming, rejection, withholding love, and threatening.
- **Neglect** is the failure to meet a child's basic physical and emotional needs. These needs include housing, food, clothing, education, and access to medical care.

Who are the survivors? Child abuse and neglect are common. At least 1 in 7 children have experienced child abuse and/or neglect in the past year, and this is likely an underestimate. Children living in poverty experience more abuse and neglect. Rates of child abuse and neglect are 5 times higher for children in families with low socio-economic status compared to children in families with higher socio-economic status.

What about prevention? National Child Abuse Prevention Month, also known as Child Abuse Prevention Month in America, is an annual observance in the United States dedicated to raising awareness and preventing child abuse. April has been designated Child Abuse Prevention Month in the United States since 1983.

Adverse childhood experiences (ACEs) are potentially traumatic events that occur in childhood (0-17 years). For example:

- Experiencing violence or abuse
- Witnessing violence in the home or community
- Having a family member attempt or die by suicide

ACEs can have lasting, negative effects on health, wellbeing, and opportunity. These experiences can increase the risks of injury, sexually transmitted infections, maternal and child health problems, teen pregnancy, involvement in sex trafficking, and a wide range of chronic diseases and leading causes of death such as cancer, diabetes, heart disease, and suicide.

RESCUE

Hotline numbers are a valuable resource for those who are mandated by law to report suspected abuse. Most hotlines are staffed 24 hours a day, seven days a week with professional crisis counselors. They can offer crisis intervention, information, literature, and referrals to thousands of emergency, social service, and support resources. All calls are confidential. Calls come from children at risk for abuse, distressed parents seeking crisis intervention, and concerned individuals who suspect that child abuse may be occurring. Most states have a division of their health and human services department that people should call if abuse is suspected.

RECOVERY

Children need support after suffering abuse. Talking to a professional therapist can help many children, and many abuse-related disorders can be successfully treated with medications. Reporting suspected abuse is critical to helping an abuse survivor get the help and support the child needs.

RENAISSANCE

Child abuse and neglect are serious problems that can have lasting harmful effects on its survivors. The goal in preventing child abuse and neglect is to stop this violence from happening in the first place.

What you can do:

- Provide support and supplies to families in need at emergency shelters
- Advocate for changes in culture and communities to reduce the likelihood of child abuse
- Accompany victims to court or to the hospital to provide support and assistance

RESOURCES

Childhelp USA/National Child Abuse Hotline – www.childhelpusa.org; 1-800-422-4453

National Link Coalition – www.nationallinkcoalition.org/how-do-i-report-suspected-abuse

Children's Defense Fund – www.childrensdefense.org; 202-628-8787

CDC www.cdc.gov/violenceprevention/childabuseandneglect/index.html
www.cdc.gov/violenceprevention/pub/technical-packages.html
www.cdc.gov/violenceprevention/childabuseandneglect/aces/fastfact.html
www.cdc.gov/violenceprevention/pdf/preventingACES.pdf

Prevent Child Abuse America – www.preventchildabuse.org

Healthy Families America – www.healthyfamiliesamerica.org

Domestic Shelters – www.domesticshelters.org/help#?page=1

Teen Dating Violence

ADVISOR: TRISHA SCHAFER

RECOGNITION

What is it? Teen dating violence (TDV) is a type of Intimate Partner Violence. It occurs between two people in a close relationship.

TDV includes four types of behavior:

- **Physical violence** is when a person hurts or tries to hurt a partner by hitting, kicking, or using another type of physical force.
- **Sexual violence** is forcing or attempting to force a partner to take part in a sex act, sexual touching, or a non-physical sexual event (e.g., sexting) when the partner does not or cannot consent.
- **Psychological aggression** is the use of verbal and non-verbal communication with the intent to harm another person mentally or emotionally and/or exert control over another person.
- **Stalking** is a pattern of repeated, unwanted attention and contact by a partner that causes fear or concern for one's own safety or the safety of someone close to the survivor.

Who are the survivors? TDV is common; it affects millions of teens in the U.S. each year. Data from CDC's Youth Risk Behavior Survey and the National Intimate Partner and Sexual Violence Survey indicate that:

- Nearly 1 in 11 female and approximately 1 in 15 male high school students report having experienced physical dating violence in the last year.
- About 1 in 9 female and 1 in 36 male high school students report having experienced sexual dating violence in the last year.
- 26% of women and 15% of men who were victims of contact sexual violence, physical violence, and/or stalking by an intimate partner in their lifetime first experienced these or other forms of violence by that partner before age 18.
- The burden of TDV is not shared equally across all groups—sexual minority groups are disproportionately affected by all forms of violence, and some racial/ethnic minority groups are disproportionately affected by many types of violence.

Who are the perpetrators? Dating violence can take place in person or electronically, such as repeated texting or posting sexual pictures of a partner online without consent. Unhealthy relationships can start early and last a lifetime. Teens often think some behaviors, like teasing and name-calling, are a "normal" part of a relationship—but these behaviors can become abusive and develop into serious forms of violence. However, many teens do not report unhealthy behaviors because they are afraid to tell family and friends.

What about prevention? Safe Dates curriculum for Teen Dating Violence is a good resource. It covers the different types of abuse - verbal, physical, emotional, financial - and explains the differences. It facilitates discussions on stalking and digital abuse, as well. Additionally, learning to identify "red flags" in relationships and talking about safety planning is important.

RESCUE

Learn to recognize the signs of TDV. Unhealthy, abusive, or violent relationships can have severe consequences, short-term, and long-term negative effects on a developing teen. For instance, youth who are victims of TDV are more likely to:

- Experience symptoms of depression and anxiety
- Engage in unhealthy behaviors, like using tobacco, drugs, and alcohol
- Exhibit antisocial behaviors, like lying, theft, bullying, or hitting
- Think about suicide

Violence in an adolescent relationship sets the stage for problems in future relationships, including Intimate Partner Violence and sexual violence perpetration and/or victimization throughout life. For instance, youth who are victims of dating violence in high school are at higher risk for victimization during college.

RECOVERY

To help victims of TDV:

- Encourage her/him to talk about it with someone, a friend, family member, or other trusted adult.
- Help her/him to keep a record or journal of the abuse, documenting each instance.
- Accompany her/him to seek medical attention or psychological support, as needed.

RENAISSANCE

Supporting the development of healthy, respectful, and nonviolent relationships has the potential to reduce the occurrence of TDV and prevent its harmful and long-lasting effects on individuals, their families, and the communities where they live. During the pre-teen and teen years, it is critical for youth to begin to learn the skills needed—such as effectively managing feelings and using healthy communication— to create and foster healthy relationships.

What you can do:

- Teach safe and healthy relationship skills
- Engage influential adults and peers
- Disrupt the developmental pathways toward partner violence
- Create protective environments
- Strengthen economic supports for families
- Support survivors to increase safety and lessen harms

RESOURCES

Centers for Disease Control and Prevention - www.cdc.gov

Freedom House - www.freedomhouseillinois.org

Office on Violence Against Women – www.justice.gov/ovw/datingviolence

Safe Dates Curriculum – https://youth.gov/content/safe-dates

Safe Place - www.nationalsafeplace.org/teen-dating-violence

Campus Sexual Assault

ADVISOR: PAM BRIGGS

RECOGNITION

What is it? Campus sexual assault is any type of sexual contact or behavior that occurs without the explicit consent of the recipient.

Who are the survivors? More than 1 in 4 women attending college are survivors of campus sexual assault. Women are not the only survivors. About 7% of college men and 23% of gay/lesbian/transgender students are also survivors.

Who are the perpetrators? It is not just other students that present a risk; sometimes it is a member of the faculty or staff.

What about prevention? As a college student, the first step in prevention is believing it could happen to you and that it will most likely be by someone you know. The second step is thinking through ahead of time how you can safeguard yourself. Decide on boundaries before going on a date, to a party, or other activity.

Colleges must take responsibility for the environment on campus. They should facilitate open discussions with students and employees about the issue and have policies in place for handling reports of sexual assault in a sensitive, compassionate, and professional manner.

RESCUE

It is estimated that less than 5% of campus sexual assaults are reported.

Survivors often do not file a report or seek help or counseling because they are too embarrassed or ashamed, or believe they can handle it on their own. Having a supportive environment on campus and with friends can make filing a report easier to do. Staff and campus police need to be fully trained on how to handle reports as well as understanding survivor impact and behavior. Supportive services from a crisis advocate are invaluable in helping survivors navigate the reporting and subsequent legal process.

RECOVERY

Survivors of campus sexual assault may need immediate assistance to make arrangements for safe housing, obtain counseling, and if necessary, file a civil restraining order.

If someone you know is assaulted these are things you can do to help:

- Help get them to a safe location
- Keep reminding them it was not their fault
- Be a supportive listener
- If you observed any part of the assault, take detailed notes about what you saw
- Go with them to medical and other appointments
- Continue to follow up with them and encourage them to seek counseling

RENAISSANCE

What you can do:

- Ensure that your campus has appropriate policies and procedures in place to address incidents of sexual assault and is in compliance with federal requirements under the Clery Campus Safety Act and Title IX, as well as applicable state and local laws.
- Ensure that resources like safe housing, advocates, counseling, and medical care are available to help survivors.
- Use social media to spread awareness and advocate for social change.
- Hold a bystander intervention session to teach bystanders how to intervene in situations that involve sexual violence.
- Get involved in national campaigns.
- Organize or participate in public awareness initiatives:
  - Ø It's on Us – An initiative through the American Association of University Women that reframes sexual assault in a way that inspires everyone to see it as their responsibility to do something, big or small, to prevent it.
  - Ø The Clothesline Project – Have people affected by violence decorate a shirt and hang it on a public clothesline as testimony to the problem of sexual violence.
  - Ø Take Back the Night – Take part in an after-dark march on a college campus and make a statement about women's right to be in public at night without risk of sexual violence.
- Volunteer at your local rape crisis center

RESOURCES

National Sexual Violence Resource Center (NSVRC) – www.nsvrc.org

Title IX of the Education Amendments of 1972 – www.justice.gov/crt/overview-title-ix-education-amendments-1972-20-usc-1681-et-seq

Clery Center for Security on Campus – www.clerycenter.org

Victim Rights Law Center – www.victimrights.org

Rape, Abuse, and Incest National Network (RAINN) – www.rainn.org

Elder Abuse

ADVISOR: KAREN KALER

RECOGNITION

What is it? Abuse later in life includes the physical, sexual, or psychological abuse, neglect, financial exploitation, or stalking of an adult age 50 years or older.

Who are the survivors? Seventy-seven million baby boomers are aging and approximately 10,000 turn 65 every day. People 85 and older, the fastest growing segment of the population, are disproportionately women. Unfortunately, as the population ages, so does the opportunity for abuse.

Who are the perpetrators? In most cases, the survivor is in an ongoing relationship with the perpetrator, such as a spouse, partner, family member, or caregiver, where society expects there to be a trusting and caring connection. Research indicates that for every incident of abuse reported to the authorities, 23 incidents remain undiscovered.

What about prevention? Older individuals face unique challenges when seeking assistance or services. Older survivors may refrain from seeking help or calling the police due to shame or embarrassment because the abuse was committed by a spouse, adult children, grandchild, or caregiver. They may also be intimidated by threats of being placed in a nursing home. Signs of elder abuse may be missed by professionals working with older Americans because of a lack of training on detecting abuse.

RESCUE

Learn to identify the risk factors and warning signs of abuse. Speak with an elder privately if you have suspicions. Offer to bring them to an adult protective services agency or to help them seek medical care.

RECOVERY

- Support the investigation and prosecution of Elder Abuse Cases by providing training and resources to federal, state, and local investigators and prosecutors.
- Enhance services to Elder Abuse survivors by improving identification of elder abuse and enhancing response and outreach to individuals who experience abuse.
- Develop a public awareness campaign, with clear and consistent messaging to raise awareness and understanding of elder abuse, neglect, and exploitation.
- Conduct training for survivor service providers, health care professionals, community organizations, faith based advocates, and local agencies to better service survivors of abuse in later life.
- Work with local nursing homes to ensure their staff is knowledgeable and has had the proper training.

RENAISSANCE

It is estimated that elders throughout the U.S. lose a minimum of $2.9 billion annually due to elder financial abuse and exploitation. These numbers are staggering. We need to support and educate our elder population and their care givers. With so many entities playing a role, there is a growing recognition of the need for multidisciplinary collaboration. Depending on the nature of the abuse, additional expertise and assistance may be sought from health care providers, social service agencies, financial institutions, civil attorneys, and others.

What you can do:

- Support and plan projects during Older Americans Month in May and World Elder Abuse Awareness Day on June 15.
- Create awareness during National Family Caregiver's Month in November.
- Provide resources in nursing homes, such as "Pass It On" materials, available at ftc.gov/PassItOn.
- Organize a "Letter to the Editor" writing campaign to raise awareness not only of Elder Abuse but of the local resources that are available in your community on aging offices. Be sure to include contact information and hotline helpline information.
- Distribute Elder Abuse public awareness materials at local sporting events, concerts, and fairs.
- Hold a community yard sale at a central location such as a senior center or church with proceeds going to an Elder Abuse support group or community outreach program to help support elders in crisis.

RESOURCES

National Committee for Prevention of Elder Abuse (NCPEA) – www.preventelderabuse.org

Elder Abuse National Institute on Aging – www.nia.nih.gov/health/elder-abuse

National Center on Elder Abuse (NCEA) – www.ncea.gov

Centers for Disease Control and Prevention - www.cdc.gov/features/elderabuse/index.html

Federal Trade Commission – www.ftc.gov/PassItOn

Violence Against Native American Women

ADVISOR: JAN ALLEN

RECOGNITION

What is it? Violence against American Indian and Alaska Native women includes psychological aggression and physical violence by intimate partners, stalking, and sexual violence.

Who are the survivors? In the United States, violence against indigenous women has reached unprecedented levels on tribal lands and in Alaska Native villages. More than 4 in 5 American Indian and Alaska Native women have experienced violence, and more than 1 in 2 have experienced sexual violence. Alaska Native women continue to suffer the highest rate of forcible sexual assault and have reported rates of domestic violence, up to 10 times higher than in the rest of the United States. Though available data is limited, the number of missing and murdered American Indian and Alaska Native women, and the lack of a diligent and adequate federal response, is extremely alarming to indigenous women, tribal governments, and communities. On some reservations, indigenous women are murdered at more than 10 times the national average.

Who are the perpetrators? Perpetrators include American Indians/Alaska Natives, those that are biracial, and non-Indians/non-Natives. Indian nations are unable to prosecute non-Indians, even if they reside in the territory, leaving many American Indian and Alaska Native women and girls unprotected.

What about prevention? Indian nations are working to develop the infrastructure for tribal justice systems to support police departments, courts, and the needed codes. Federal assistance and support is integral to this increasing infrastructure capacity.

RESCUE

Offering support and helping with safety planning allows survivors to cope with emotions, protect children, and helps survivors gain strength emotionally and physically.

RECOVERY

The National Indigenous Women's Resource Center develops and produces culturally relevant materials such as webinars, fact sheets, toolkits, training curriculums, and much more. Additional resources are available through the Tribal Law and Policy Institute.

RENAISSANCE

November is a time for all of us to celebrate American Indian Heritage Month and work to address violence against American Indian and Alaska Native women. Designated by Congress in 1992, American Indian Heritage Month is recognized annually by federal agencies, nonprofits, and other organizations to honor Native American culture and heritage.

What you can do:

- Raise awareness to gain strong federal action to end violence against Native women and children.
- Volunteer at Indian and Alaska Native nations and Native women's organizations to increase their capacity to prevent violence and to hold perpetrators of violence on their lands accountable.
- Call for increased reporting to ensure accurate data are used by communities and policymakers to make informed decisions and establish supportive programs.

RESOURCES

Indian Law Resource Center – www.indianlaw.org

National Indigenous Women's Resource Center (NIWRC) – www.niwrc.org

National Center on Domestic and Sexual Violence – www.ncdsv.org/ncd_linksnativetribal.html

StrongHearts Native Helpline – www.strongheartshelpline.org; 1-844-762-8483

Tribal Law and Policy Institute – www.home.tlpi.org/violence-against-native-women-publicatio

Military Sexual Assault

ADVISOR: CARLA PYLE

RECOGNITION

What is it? Military sexual assault is the use of force, threats, intimidation, or abuse of authority during intentional sexual contact. It also includes instances where the survivor is unable to consent.

Who are the survivors? Survivors of military sexual assault include both men and women.

What about prevention? Some recommendations for prevention include improving reporting, modifying laws that create barriers to reporting or are used in retaliation against survivors, and increasing support for survivors.

RESCUE

Within the military, the Commanding Officer within the unit of the military personnel is the authority and decision-maker within the UCMJ. Survivors may also seek services through civilian authorities and public/private agencies. There is a Family Advocacy Program located at every military installation in the U.S. and internationally where families are assigned. The Department of Defense (DoD) recognizes that families and individuals seeking help have the right to choose which services work best for them, including civilian programs outside of the military. DoD partners with civilian domestic violence programs and community-based advocates to protect survivors, lessen the impact of abuse, and give survivors a choice in their path to safety.

RECOVERY

The DoD Safe Helpline will connect the caller to local help, and upon request, the Telephone Helpline staff can directly transfer the caller to following resources: crisis intervention; emotional support; referrals to both military and civilian resources in the requested area; Sexual Assault Resource Centers (SARCs); Sexual Assault Prevention and Response Victim Advocates (SAPR VA's); Chaplain; Special Victims Counsel or Victim's Legal Counsel (SVC/VLC); medical/mental health care services; Veteran's Suicide Prevention Lifeline; local civilian sexual assault service providers; information on military reporting options (Restricted and Unrestricted); information for family and friends of survivors; information for leadership; and many others.

Use this information and the resources below to assist survivors in finding support, shelters, and advocacy services.

RENAISSANCE

What you can do:

- Donate to the National Network to End Domestic Violence (NNEDV) or the National Coalition of Domestic Violence (NCADV).
- Train locally to work the local hotline.
- Contact advocacy groups in your area and find out what supplies and collections are needed in local shelters.
- Contact local military installations and speak to someone at the Family Advocacy Program to find out what ways your group could help their clients.
- Support local resources such as: safe houses, advocates, counseling services, and medical care for the survivors.
- Start a book club in a base or local library nearby to read about and discuss domestic violence issues.
- Volunteer for local agencies that support the survivors of military abuse.

RESOURCES

National Coalition Against Domestic Violence (NCADV) – www.ncadv.org

National Network to End Domestic Violence – www.nnedv.org

National Domestic Violence Hotline - 1-800-799-7233; www.thehotline.org; www.WomensLaw.org

Protect Our Defenders Foundation - www.protectourdefenders.com

DoD Safe Helpline - www.safehelpline.org

Human Trafficking For Sexual Purposes

ADVISOR: LUCINDA MARTINEZ

RECOGNITION

What is it? Sexual human trafficking is any sex act that has been induced by recruitment, harboring, transportation, provision, obtaining, patronizing, or soliciting of a person for the purposes of a sex act in which anything of value is given to or received by any person. Sexual Human Trafficking is any sex act that is induced by force, fraud, or coercion, or in which the person induced to perform such an act has not attained 18 years of age. Sex trafficking is a modern day form of slavery.

Who are the survivors? Victims of sex trafficking can be women, men, children, and LGBTQ (lesbian/gay men/bisexual/transgender/questioning) individuals. Vulnerable populations are frequently targeted by traffickers, including runaway and homeless youth, as well as victims of domestic violence, sexual assault, war, or social discrimination. Women and children are the most common victims found to be trafficked for sex. More recently, LGBTQ identifying individuals, especially transgender individuals, are increasingly found to be victims of sexual exploitation across international borders. The average age of a trafficked child is 15 years old.

The situations that sex trafficking survivors face vary dramatically. Many survivors become romantically involved with someone who then forces or manipulates them into prostitution. Sexual exploitation occurs in various settings, including (but not limited to) brothels, strip clubs, massage parlors, fake massage businesses, via online ads or escort services, on the street or at truck stops, at hotels and motels, or in private homes. Others are lured in with false promises of a job, such as modeling or dancing. Some are forced to sell sex by their parents or other family members. Individuals can be trafficked domestically and across international borders. They may be involved in a trafficking situation for a few days or weeks — or may remain in the same trafficking situation for years.

Who are the perpetrators? Sex traffickers use threats, manipulation, lies, debt bondage, and other forms of coercion to compel adults and children to engage in commercial sex acts against their will. Under U.S. law, any minor under the age of 18 years induced into commercial sex is a victim of sex trafficking — whether the trafficker used force, fraud, or coercion. The Trafficking Victims Protection Act of 2000 (TVPA) recognizes that traffickers use psychological and physical coercion as well as bondage, and it defines coercion to include: threats of serious harm to or physical restraint against any person; any scheme, plan, or pattern intended to cause a person to believe that failure to perform an act would result in serious harm to or physical restraint against any person; or the abuse or threatened abuse of the legal process.

What about prevention? Learn the indicators of human trafficking and report suspicions to the National Human Trafficking Hotline (1-888-373-7888).

RESCUE

The Trafficking Victims Protection Act (TVPA) is the first comprehensive federal law to address trafficking in persons. The law provides a three-pronged approach that includes prevention, protection, and prosecution.

RECOVERY

Many victims of sex trafficking benefit from mental health services. Providers can help victims in dealing with their trauma while helping them become survivors through mental health support, job training, and stability. Issues of affordable care and access to services are first identified while gaining the trust of survivors.

RENAISSANCE

What you can do:

- January is Human Trafficking Awareness Month, participate in awareness campaigns in your community.
- Educate yourself about human trafficking. Take this quiz to learn how social media is used by traffickers: www.polarisproject.org/human_trafficking_recruitment_quiz.
- Advocate to stop legislation that decriminalizes pimping, brothel-keeping, and sex buying.
- Help unmask human trafficking networks and urge Congress to pass legislation that will help find traffickers and hold them accountable.

RESOURCES

Current Federal Laws / Polaris – www.polarisproject.org/current-federal-laws

National Human Trafficking Hotline – www.humantraffickinghotline.org; 1-888-373-7888

U.S. Department of Justice National Strategy to Combat Human Trafficking – www.justice.gov/humantrafficking/page/file/922791/download

Department of Homeland Security (ICE) Most Wanted Sex Traffickers Photos (updated daily) – www.ice.gov/features/human-trafficking

Covenant House – www.covenanthouse.org/homeless-issues/human-trafficking

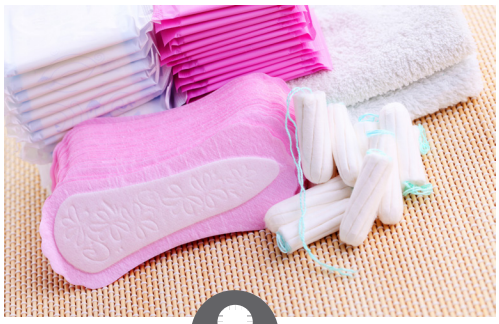
Erase Child Trafficking: Human Trafficking Victim Recovery – www.erasechildtrafficking.org/human-trafficking-recovery

Rahab's Daughters – www.rahabsdaughters.org

U.S. Institute Against Human Trafficking (usiaht) Safe Homes – www.usiaht.org/our-safe-homes

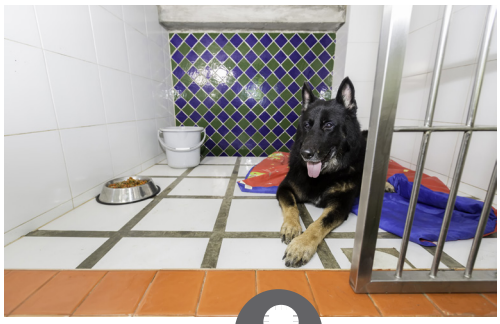
U.S. Dept. of Health and Human Services – https://www.acf.hhs.gov/trauma-toolkit/victims-of-human-trafficking

Sustainable Recovery for Trafficking Survivors (THORN) – www.thorn.org/blog/sustainable-recovery-trafficking-survivors



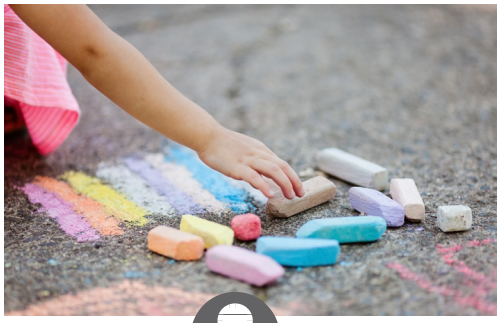
SUPPORT THE GIRLS

GFWC Batesville Junior Woman's Club held a new project, "I Support the Girls," after learning about GFWC Mississippi's new partnership with Support the Girls, an organization that provides bras, underwear, pads, and tampons to women and girls in need. The club collected, washed, sorted, packed, and delivered products throughout the state. Drives were held on Facebook and college campuses, and at club meetings and community festivals. Members collected bras from stores, friends, family, community members, and their State President at their Summer Institute.



COOPER'S HOUSE

Statistically, 48 percent of domestic violence survivors refuse to leave a dangerous situation for fear of their pet's safety. The Solon Woman's Club (IA) used their club holiday party, which serves as a fundraising event, to donate to "Cooper's House," a unique safe pet program associated with their local domestic violence shelter. This program provides kennel services for the pets of women leaving an abusive relationship until ALL family members can find a new home.



CHALK IT UP

The GFWC Progress Club of South Bend (IN) collaborated with the YWCA for South Bend's 1st Chalk It Up. The streets of Downtown South Bend were chalked with statistics and messages to educate the community on the needs of the YWCA, which is St Joseph County's domestic violence abuse shelter.

WORK OUT TO WIPE OUT DOMESTIC VIOLENCE

GFWC Morgan Park Junior Woman's Club (IL) implemented its 7th annual "Work Out to Wipe Out Domestic Violence" benefit day. Proceeds went to A New Direction, a local agency that assists survivors. The club advertised with posters, flyers, and social media. Event activities were held at various partner locations, including fitness businesses, schools, and churches. A school club supported the project, while family-based activities were coordinated at churches. Participants and donors received "No Excuses for Abuse" purple awareness bracelets.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Signature Program: Domestic and Sexual Violence Awareness and Prevention. Make these suggestions part of your club work. Think outside of the box and put a new slant on an idea. With all projects think diversity; work in conjunction with other groups or to assist other groups, or highlight diversity as the theme. Find further information about organizations named here in each issue section under Resources.

- Create Comfort Dolls out of muslin, with an attached card that says, "I am a Comfort Doll. I was made especially for you by a woman's heart and hand who cares. When you need strength or just a smile, hold me and feel the love I send. Like me, you are unique, worthy, beautiful, and deserve all good things in life. You have the strength within yourself to be extraordinary." Comfort Dolls – created with our hands – given with our hearts. Give them to a local shelter.
- Collect teddy bears to give to children at a child advocacy center, where children are interviewed and examined after an incident of abuse.
- Collect gently used purses and tote bags and fill them with health and beauty aids, jewelry, children's items, and other toiletries. Present them to your local shelter.
- Apply for Walmart's Community Grant program to finance a project for your local shelter or to bring awareness.
- Have a White Ribbon Campaign (an international effort of men and boys working to end violence against women) to educate and inform their community about domestic violence. Distribute white ribbons to high school/college male athletes, etc.
- Donate pocket calendars and desk calendars to your local shelter to help women organize their lives.
- Donate Mother's Day gifts to a shelter so that children can have a present to give their moms.
- Purchase holiday gifts for your local domestic violence shelter staff. Bake cookies or goodies to take to your local shelter for the employees, as well as those living at the shelter, for the holidays or the weekend.
- Donate gently-used or new children's books for a library at your shelter.
- Hold a "Bread for Bras" event. Make Irish Soda Bread or another special bread to raise funds to purchase bras for shelter residents.
- Coordinate a "Showing and Glowing" of purple in October for Domestic Violence Awareness Month. Distribute strings of purple lights to local businesses and community members for display. Attach a card explaining GFWC's Signature Program and your club's participation.
- Provide "Move-Out Kits" for your local shelter. The kits could include plates, bowls, cups, and other kitchenware and household items for families who leave the shelter to move into a home.
- Have a "Work Out to Wipe Out Domestic Violence" awareness benefit day. Work with community partners to present an array of activities, such as belly dancing, boot camp training, Pilates, a 10K run, and self-defense. Collect an entry fee and donate funds to a shelter and/or scholarship.
- Have a "Mardi Bra Party" in any month you wish. Send invitations to other women's groups and ask them to donate new bras and personal hygiene products for local shelter. Have a speaker from a local shelter talk about domestic violence and the needs of the shelter.
- Assemble SHARP (Stalking, Harassment, and Rape Prevention) Kits, and donate them to a Rape Crisis Center. Each kit contains a cell phone and charger, a small paper tablet and pen, a flashlight, a whistle, a datebook, and a canister of pepper spray in non-transparent cosmetic bags.
- Purchase new journals and decorate the covers with inspirational sayings and donate them to your shelter for women to record their thoughts as part of the counseling/healing program.

- Print table tents with a reminder that October is Domestic Violence Awareness Month and provide information about services and how to access them. Distribute table tents to area restaurants and hospital cafeterias.
- Provide a display to your local library for Domestic Violence Awareness Month in October.
- Write an article or op-ed piece for your local newspaper or blog. Work with personnel from your local domestic violence shelter to provide additional information.
- Sponsor a Candlelight/Luminary Vigil during Domestic Violence Awareness Month (October). Luminaries can be designed by shelter residents and family members of domestic violence survivors.
- Create a tea basket and donate it to your local shelter. Include tea cups and a tea pot along with various teas, sugar packets or cubes, honey, and cinnamon. Round out the package by adding tea biscuits, biscotti, or chocolate. Finally, decorate the inside of the basket with some lace or anything else to make the package prettier. Tuck a note inside saying: "Take some time for yourself today. Relax and remember where there is tea, there's hope."
- Assemble and donate First Night Kits (pajamas, toiletry items, clothing), Birthday Bags, or Bedtime Snack Sacks.
- Host a "Wear One, Share One" pajama party to raise funds and collect pajamas for women and children in local shelters.
- Encourage local schools and youth programs to train teachers, school counselors, and athletic coaches on how to recognize children and teens who are survivors of intimate partner violence (IPV). Provide educators with resources and prepare them to intervene in domestic violence, dating violence, and stalking situations.
- Facilitate an information session for parents on teen dating violence at your school.
- Sponsor art classes for local high schools in which students make posters about dating abuse and domestic violence awareness and prevention. Encourage the use of photography, computer graphics, and artwork to make the posters unique. Work with your local library or community center to post finished artwork for the entire community to view.
- Work with Coaching Boys into Men on projects in your local high school. Contact the organization at www.futureswithoutviolence.org/engaging-men/coaching-boys-into-men; Phone: (202) 595-7382.
- Organize an event for parents and/or your community about healthy relationships and what they should know about teen dating abuse. Consider partnering with a PTA or other school-related group.
- Write an article for your local or school paper about dating abuse and domestic violence.
- Sponsor a door-decorating contest or art contest at your local middle and high schools about healthy relationships/dating abuse/domestic violence and have the winning entry made into a poster to distribute.
- Organize a candlelight vigil in recognition of World Elder Abuse Awareness Day (June 15).
- Host a rally on World Elder Abuse Awareness Day and invite seniors, advocates, spokespersons, and government officials to talk about the issues and the ways that citizens can become involved in prevention.
- Distribute elder abuse public awareness materials at a local sporting event, concert, or fair.
- Partner with a local nursing home for a World Elder Abuse Awareness Day barbeque or picnic. Include activities and food for residents and their families, staff, and the community. Ask volunteers to bring food and games to play and coordinate the activities with nursing home staff. Invite the press for added exposure and increased elder abuse awareness.

- Organize a collection of robes, socks, pajamas, sweat pants, and shirts that can be donated to senior citizen centers or nursing homes.
- Hold a community yard sale at a central location such as a senior center or church/synagogue to benefit an elder abuse support group or community outreach effort to help the elderly in crisis.
- Organize a "Letter to the Editor" writing campaign to raise awareness not only of elder abuse but of the local resources that are available in your community on aging offices and other organizations. Be sure to include contact information and hotline/helpline phone numbers as well as web addresses for relevant organizations.
- Host a Clothesline Show by sponsoring a t-shirt design contest or activity with a youth group or scout troop and asking contestants to depict the themes related to elder abuse. Display the shirts on a clothesline at a senior center, health fair, or other World Day event.
- Ask local, county, and state governments to release a proclamation declaring June 15 as Elder Abuse Awareness Day.

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

Under Development

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Signature Program: Domestic and Sexual Violence Awareness and Prevention projects and Affiliate Organization projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Signature Program: Domestic and Sexual Violence Awareness and Prevention projects. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Signature Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

017-010	Domestic Violence Awareness and Prevention
017-020	Elder Abuse Prevention
017-030	Military Sexual Assault
017-040	Sexual Assault
017-050	Sexual Harassment
017-060	Sex Offenders

JUNIORS' SPECIAL PROGRAM:

ADVOCATES FOR CHILDREN

"CHILDREN ARE OUR MOST VALUABLE NATURAL RESOURCE." — HERBERT HOOVER

GFWC Juniors' Special Program: Advocates for Children is designed to encourage all Woman's, Junior Woman's, Juniorette, and International Affiliate Clubs to make a difference in the life of a child by being an advocate. The Program was envisioned as a way for clubwomen to provide a voice for children and to teach and encourage parents and other caregivers to advocate for children at the grassroots level.

The definition of child advocacy is "support for children who are in a vulnerable position in society or in a vulnerable situation."

Clubwomen can be an advocate by working to:

- Ensure that children are protected from harmful situations.
- Encourage healthy physical and emotional lifestyles.
- Impact policy to improve children's lives.

During the 2020–2022 Administration, our aim is to honor our roots and be a voice for children. The Program includes a special focus in two areas:

- To advocate for art curriculums and outdoor activities at schools for all students, including those with disabilities, and to highlight the value of art and outdoor programs as therapy and enrichment for children with emotional, mental, and physical challenges.
- To advocate for education and training that helps parents and other caregivers be the best advocate possible for a child in emergency and other health situations.

Multiple studies demonstrate the correlation between participation in arts programs and academic achievement. Yet, as budgets are crunched in school districts, the arts are repeatedly cut from education curriculums. Likewise, outdoor school activities, another indicator of success and a key component of children's health, is in critical decline. Currently, children spend roughly half as much time outdoors as they did 20 years ago. Outdoor exercise, education, and experiences are essential for physical and emotional wellbeing, the hands-on opportunities that intensify learning and increase student engagement and enthusiasm, and for understanding the natural world and developing an appreciation for nature.

2020-2022 JUNIORS' SPECIAL PROGRAM

Carrie Zimmerman, Chairman
605 White Oaks Farm Road
Tamassee, SC 29686
Czim22@gmail.com

CHALLENGE PROJECT:
SERVICE PROJECT FOR ADVOCATES FOR CHILDREN WEEK

GFWC Juniors' Special Program: Advocates for Children is initiating a challenge for clubs to "**stick their neck out**" by undertaking a service project that directly benefits children during GFWC Advocates for Children Week.

GFWC ADVOCATES FOR CHILDREN WEEK

Sunday, October 25, to
Saturday, October 31, 2020

Sunday, October 24, to
Saturday, October 30, 2021

Children also depend on the advocacy of others, especially their parents and caregivers, to protect and promote their interests in an emergency or long-term health situation. First-rate children's healthcare should be available to everyone and family voice and choice is essential in providing the best healthcare plan for each unique situation. Educate yourself and others about medical resources and organizations that will help you be the best advocate possible for children.

The Juniors' Special Program: Advocates for Children also encourages advocacy and projects that will assist and protect children in crisis, including those experiencing:

- Child abuse
- Depression and suicide
- Foster or residential care
- Homelessness
- Human trafficking
- Life-threating illness
- Poverty

FUN SOCKS BRIGHTEN THE FEET AND DAYS OF PEDIATRIC CANCER PATIENTS

The North Arlington Woman's Club (NJ) saw that the rooms at a local pediatric cancer center were monotone and dull and that the hospital's slipper socks were not interesting to young patients. To lift spirits and keep feet cozy, the club collected and donated socks in crazy colors or with fun designs such as puppies, rainbows, and sports themes.

BUDDY BENCHES

The Women's Club of Mount Airy (NC) purchased and donated pressure-treated lumber to the woodworking class at their local high school. The class constructed seven "Buddy Benches" and delivered them to two elementary schools. Clubwomen and students painted the benches with weatherproof paint and then decorated them with handprints. Strategically placed on playgrounds, the benches help lonely students make new friends.

KINDERGARTEN FIRST-DAY PET PROJECT

The GFWC Vi-Sa-Wen Woman's Club (AZ) supports two elementary schools on the first day of school. To ease the transition of kindergarteners from home to school, members collect and donate small stuffed animals. Students choose a "pet" to keep at school until the end of the year. The pets soothe students who feel sad or anxious during the day and help keep them focused on learning.

RING THE BELL FOR HOLIDAY HOPE

GFWC Millington Junior Women's Club (MI) created donation buckets out of paint cans, paper, and laminated sheets decorated with the club's name. Members then rang bells outside local shopping centers during November to collect funds for their holiday service projects, which included boxes of food and toys for families identified as food insecure and warm winter clothing for children in foster care.

PROJECT IDEAS

Be inspired by this list of how GFWC clubs can use local resources and creativity to be the voice for children. Find further information about organizations named here under Resources.

- Advocate for art curriculums and outdoor activities for your local schools and/or state by reaching out to local city and state officials about the importance of these programs. Ask the PTA to partner with the club by encouraging parents to join the advocacy effort.
- Check if local schools qualify and have applied for funds under the Every Child Succeeds Act if art funding is cut or eliminated.
- Investigate grants, such as those available through the U.S. Department of Education, including the Student Support and Academic Enrichment Grants and the 21st Century Community Learning Center Funding.
- Create an art awareness social media campaign that spotlights student art and provides information on the benefits of art education.
- Highlight the role art plays in student education by partnering with a local business, such as a café, to display student art in a public forum.
- Visit the extremely comprehensive and informative Art Advocacy and Resources page of Incredible @rt Department for additional ideas on art advocacy.
- Research art supplies that work best for special needs students, such as thick markers rather than crayons, and ensure local teachers have a ready supply.
- Sponsor a creative art activity, such as modeling with clay, that provides additional benefits for children with motor disabilities.
- Engage in art therapy projects with children in hospitals, shelters, and other facilities.
- Create "worry rocks" with children who are attending school for the first time.
- Work with special needs children to create Vision Boards or Dream Boards using magazine cut outs.
- Support under-funded schools and after-school enrichment programs by collecting and donating supplies for all types of art programs, including music and theater.
- Be inspired by the Dreaming Zebra Foundation to collect and donate used art and music supplies to local schools and activity centers.

- Support Save the Children's HEART (Healing and Education through the Arts), a therapy program for children with serious and chronic stress.
- Sponsor a visiting artist at a local elementary school.
- Volunteer with or sponsor art programs at local children's museums.
- Plan and sponsor a program celebrating children's art in conjunction with a local library or activity center in March for Youth Art Month.
- Investigate virtual platforms for creating student art and provide an after-school workshop.
- Sponsor rock painting and other community art projects for youth organizations.
- Offer art scholarships for area youth to attend art schools or camps.
- Organize an art show and sale with proceeds benefiting a local art program.
- Hold a one-week summer art camp for budding visual or performance artists.
- Support an outdoor performance at a local park.
- Sponsor a library program featuring an author who focuses on art projects or outdoor activities for school-age children.
- Partner with and/or provide volunteer support to community youth organizations that promote arts, outdoor activities, and/or other enrichment programs including civic engagement, such as Boys and Girls Clubs of America, Boy Scouts (BSA), Girl Scouts, FFA, and 4-H.
- Advocate for programs that directly benefit children at local and nearby state parks.
- Partner with a local school to build an outdoor classroom or school garden, using resources from Project Learning Tree such as *School Site Investigation* and *Creating an Outdoor Classorom.*
- Create a learning habitat for children at a local school or park using free, downloadable guides from the U.S. Fish & Wildlife Service, including *The Schoolyard Habitat Project Guide* and *The Schoolyard Habitat Curriculum Guide*.
- See if your local school qualifies for the National Park Foundation's Open OutDoors for Kids fieldtrip program to connect kids to national parks, the world's largest outdoor classroom. The program subsidizes and delivers outdoor experiences for fourth graders nationwide.
- Help fourth-grade students secure their own Every Kid Outdoors pass through the Outdoor Alliance for Kids, which will provide them free access to national parks across the country. Consider sponsoring a family day at the nearest national park.
- Support local parks and recreation centers by volunteering or providing scholarships and/or supplies for summer camps and other programs.
- Sponsor a 5k run to benefit outdoor education programs in schools and/or communities.
- Learn about and promote Ecotherapy or Nature Therapy, which can help children with anxiety, depression, mental fatigue, eating disorders, feelings of isolation, and other emotional and mental ills.
- Volunteer with and/or support Equine therapy programs.
- Use resources from Kids Health, a nonprofit organization that provides doctor-reviewed advice on hundreds of health issues, to present a club or community program that will give families the tools and confidence to make best-health choices. Augment the program with other information resources, such as those available from the National Institute for Children's Health Quality and the National Institute of Child Health and Human Development.
- Learn from and inform new parents about HealthyChildren.org, sponsored by the American Academy of Pediatrics, for information on optimizing children's health, dealing with injuries and emergencies, and evaluating treatments for long-term health situations such as asthma, diabetes, autism, learning disabilities, and others.
- Inform parents and other caregivers about NAMI, the nation's leading voice on mental health, and their resources and services, including the NAMI Helpline (1-800-950-NAMI or info@nami.org). Consider hosting a community program that specifically addresses depression and suicide in children and teens.
- Advocate through your state legislature for bills that benefit children's physical and mental health.
- Advocate for law enforcement training on mental health awareness for children.
- Research and engage with advocacy groups in your area that support children's physical and/or mental health.
- Advocate for Big Brothers/Big Sisters and other programs that provide children with mentors and/or offer activities to help them develop positive social skills.
- Advocate for support programs, such as Ronald McDonald House Charities, to establish a chapter in your community.
- Partner with local businesses to sponsor a family day or family night at a sporting event or another activity in April for Child Abuse Awareness Month.

- Learn about and share information on ACEs (Adverse Childhood Experiences), such as information provided by the Centers for Disease Control and Prevention, and advocate for community education programs that create and sustain stable, safe, and nurturing relationships and environments for all children.
- Work with your city, county, or state to have the fourth week in October recognized as Advocates for Children Week. Send the proclamation to Juniors' Special Program Chairman Carrie Zimmerman at czim22@gmail.com.
- Undertake projects that provide a sense of security for children in foster care, such as making or customizing duffle bags for carrying their clothes and/or creating overnight kits with hygiene and comfort items.
- Sponsor an international child through *Save the Children* to secure educational opportunities and health services.

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

Undertake these and other projects with GFWC Affiliate Organizations that fit within the guidelines for the Juniors' Special Program: Advocates for Children.

MARCH OF DIMES

- The March for Babies is a fun event to raise funds to help support mothers and premature babies and raise awareness of the research needed to find solutions and advocate for policies that prioritize mom and baby health. March of Dimes provides instructions, guidance, and a web page to organize an event (www.marchforbabies.org/Home/SearchtoDonate).

OPERATION SMILE

- Help Operation Smile provide the necessary equipment and medications to enable the delivery of the safest surgeries (https://catalog.operationsmile.org/provide-medicines-supplies).

PCAA

- Become a mentor to a child or parent you know as a great way to make an impact in your community (https://preventchildabuse.org/resource/mentor).
- Review GFWC Resolutions and be an advocate for children and families by contacting your elected officials. Let them know that you support policies and programs that promote healthy child development and the prevention of abuse and neglect.
- Volunteer your time and talent to your Prevent Child Abuse America state chapter to help prevent the abuse and neglect in your community. To find the chapter in your state, visit www.preventchildabuse.org.
- PINWHEELS FOR PREVENTION® is Prevent Child Abuse America's national campaign that promotes great childhoods and raises awareness of child abuse prevention. You can participate in this campaign by:
  - ø Conducting your own pinwheel activities at any time of year, including gathering with neighbors to plant "pinwheel gardens" in your communities to continue raising awareness of child abuse prevention.
  - ø Holding fundraisers with local schools, faith-based organizations, or community centers in which pinwheels are sold to benefit the state chapter from which you bought the pinwheels.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- The St. Jude Trike-A-Thon is a fun, service-learning program for daycares and preschools that teaches trike and riding toy safety while helping the children of St. Jude. Any advocate for children can make a difference with the St. Jude Trike-A-Thon. If you sign up to become a coordinator, St. Jude will provide everything you need to have a great event at a preschool or daycare in your area. Log on to www.stjude.org/get-involved to find out more.
- Waiting Room Fun Bags. Fill a sealed zippered plastic bag with fun things a child or teen can do as they wait to visit the doctor.

UNITED NATIONS FOUNDATION SHOT@LIFE CAMPAIGN

- Promote World Immunization Week as an opportunity for the global health community to come together to urge our leaders to make #VaccinesWork for all.
- Encourage young people to enroll in Shot@Life's Student Advocacy Program. This program offers a great opportunity for students to build leadership skills and engage in global health issues to support vaccination efforts for children in developing countries (https://shotatlife.org/champions).

UNICEF USA

- Host a 'Trick or Treat for UNICEF" event, a long-time tradition in our country to collect donations for their general fund. At your October meeting decorate and include UNICEF Trick or Treat on each table for donations (www.unicefusa.org/trick-or-treat).

GFWC RESOURCES

Arts/Outdoor Education

Boys and Girls Clubs of America www.bgca.org
Boy Scouts of America www.scouting.org
Council for Art Education www.councilforarteducation.org
Every Kid Outdoors www.everykidoutdoors.gov
4-H www.4-h.org
FFA www.ffa.org
Girl Scouts of the USA www.girlscouts.org
Incredible @rt Department www.incredibleart.org/links/artedu.html
National Park Service www.nps.gov
National Park Foundation www.nationalparks.org
Open OutDoors for Kids www.nationalparks.org/our-work/campaigns-initatives/open-outdoors-kids
Outdoors Alliance for Kids (OAK) www.outdoorsallianceforkids.org
Project Learning Tree
Building an Outdoor Classroom: www.plt.org/educator-tips/creating-an-outdoor-classroom-things-to-consider
School Site Investigation: www.plt.org/wp-content/uploads/pdf/PLT-GreenSchools-School-Site-Investigation-2018.pdf
Save the Children
HEART www.savethechildren.org/us/what-we-do/global-programs/protection/healing-and-education-through-the-arts
Student Support and Academic Enrichment Grants www.ed.gov/programs/ssae/index.html
The Dreaming Zebra Foundation www.dreamingzebra.org
21st Century Community Learning Center Funding www2.ed.gov/programs/21stcclc/applicant.html
U.S. Fish & Wildlife Service Habitat Guides: www.fws.gov/northeast/cpwn/schoolyardhabitat/syhguides.html
Advocacy for Healthy Children Child abuse
Big Brothers Big Sisters of America www.bbbs.org
Centers for Disease Control and Prevention ACEs www.cdc.gov/violencepreventionchildabuseandneglect/acestudy/index.html

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Juniors' Special Program: Advocates for Children projects and Affiliate Organization projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Juniors' Special Program: Advocates for Children projects. Clubs do not submit entries directly to GFWC.

SPECIAL AWARD

The Giraffe Award will be presented at the Junior Business Session of the GFWC Annual Convention (2021/2022) to honor all State Federations that participate in the Challenge Project. An award certificate will be provided to each club that undertakes a project directly benefiting children during the fourth week of October. To be recognized, complete the Giraffe Award Application Form found at the end of this club manual section and send it to Juniors' Special Program Chairman Carrie Zimmerman at czim22@gmail.com.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

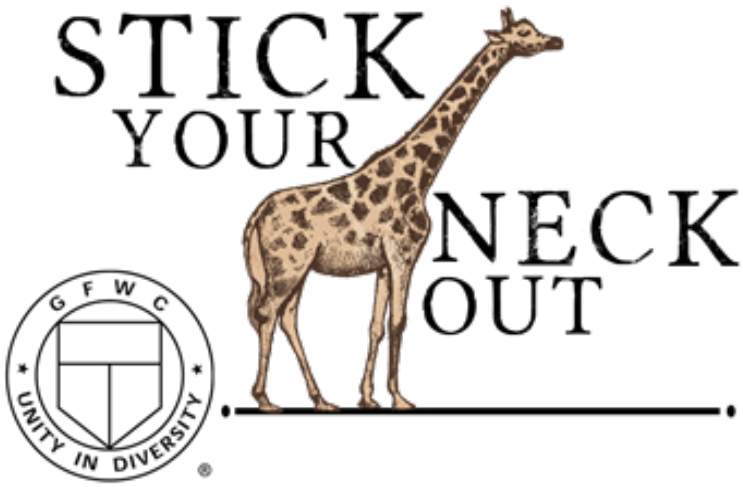
RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Juniors' Special Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

016-010	Child Foster Care
016-020	International Child Labor
016-030	Legal Reform in Sexual Abuse of Children
016-040	Sexual Exploitation of Children
016-050	Youth Suicide Prevention

GIRAFFE AWARD APPLICATION FORM

The Giraffe Award will be presented at the Junior Business Session of the GFWC Annual Convention in 2021 and 2022 to honor all State Federations that participate in the Challenge Project. An award certificate will be provided to each club that undertakes a project directly benefiting children during the fourth week of October.



STATE FEDERATION:

CLUB NAME:

CLUB CONTACT & PHONE NUMBER:

NARRATIVE: Please provide a short description of 50 words or less to describe your club's activity for GFWC Advocates for Children Week, plus one or two photos.

Mail or email form and photos to Juniors' Special Program Chairman Carrie Zimmerman, 605 White Oaks Farm Road, Tamassee, SC, 29686, or czim22@gmail.com. For GFWC's use of photos, please include the Creative Arts Waiver Form found in the Awards, Contest, and Grants section of the GFWC Club Manual.

ARTS AND CULTURE
COMMUNITY SERVICE PROGRAM

"CREATIVITY IS CONTAGIOUS, PASS IT ON." — ALBERT EINSTEIN

Art is an expression of ideas or feelings that manifest through a variety of media that are created with imagination and skill, such as ceramic, collage, design, drawing, jewelry, metalwork, mosaic, needlework, painting, performance, photography, sculpture, stained glass, and many more.

Culture consists of the characteristics and knowledge of a group of people, encompassing their art, beliefs, customs, food, language, literature, music, social habits, religion, and other interpersonal connections.

Both art and culture articulate human values and give us a means to relate to and understand one another. They help us empathize with those who are different from ourselves and give us a context to build relationships.

The study of art and culture enriches the human experience. Art education improves problem solving and critical thinking skills, builds focus and perseverance, and nurtures creativity, confidence, and collaboration. Cultural awareness promotes effective communication and profoundly increases the ability to appreciate and enjoy a variety of new people and experiences.

The GFWC Arts and Culture Community Service Program encourages members to promote and support art and cultural programs in their clubs and communities, and to expand understanding on every level, from local and regional to national and international. Our goal is to create projects that include crafts, dance, drama, food, music, and other manifestations of art and culture that develop skills, awareness, and appreciation. It is designed to inspire clubwomen and ignite within them a desire to make the world a more beautiful, thoughtful, and caring place. As Edgar Degas once said, "Art is not what you see, but what you make others see."

Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Arts and Culture Community Service Program Chairman or GFWC Programs Department at ***Programs@GFWC.org***.

2020-2022
ARTS AND CULTURE COMMUNITY SERVICE PROGRAM

Angela Cutrera
1426 Jasmine Drive
Opelousas, LA 70570
Angelacutrera1@gmail.com

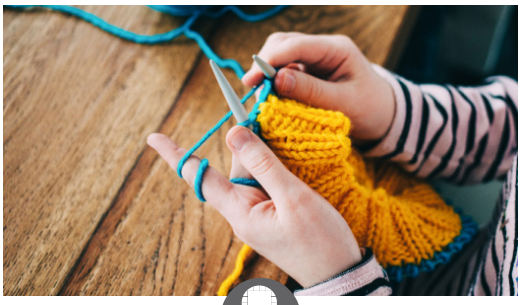
CHALLENGE PROJECT:
YOUTH ART CONTEST

Sponsor a Youth Art Contest, preferably in March during Youth Art Month. Consider making it a community-wide event and inviting all schools to participate. Partner with the Art League or other organizations and include categories such as oil, watercolor, charcoal, pencil, mixed media, and others. Arrange for judges and ribbons and awards. Display the artwork at a local bank or library and hold a reception with refreshments to announce the winners and celebrate all participants.

Or, for a smaller event, hold a Youth Art Contest or a Poster Contest at a local school. Separate entries by grades or select one grade to participate.

DOOR WREATHS FOR MOTHER'S DAY

Members of the Wednesday Review Club of Killeen (TX) made Mother's Day door wreaths for assisted-living residents. Each wreath was personalized based on the resident's favorite activities, hobbies, pets, and colors. Members donated all the craft items and worked together to create and deliver the wreaths.

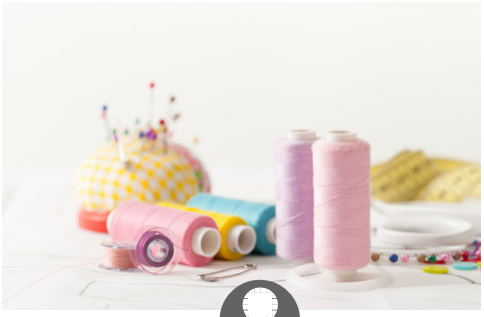


CRAFTING AND CREATING TOGETHER

The Woman's Club of Springfield, Inc. (VA) utilized members' talents to hold a new crafting class each month. Members taught watercolor painting, chalk drawing, crocheting, sewing, and other crafts. As a result, 15 baby blankets and 24 chemo caps were donated to the hospital, and 92 cough pillows were sewed, stuffed, and donated for heart patients.

INTERNATIONAL POTLUCK LUNCHEON

Members of the GFWC Woman's Club of Cypress (CA) held an international potluck luncheon. Members prepared food from their birth country. Using two world maps on the wall, red pins showed 14 places of birth. Blue pins were used to show countries members had visited. Geography and travel-trivia contests were played during dessert. Together members learned more about each other and the world.



SEWING KITS FOR HAITI

During a mission trip, a GFWC Altamaha Woman's Club (GA) member noticed a Haitian woman pulling thread out of her dress to mend a pair of pants. She recognized the need for a sewing kit. Her club adopted the idea and created sewing kits by filling Parmesan cheese containers with pins, spools of thread, needles, scissors, buttons, a tape measure, a seam ripper, a thimble, and a pincushion. A total of 75 kits were made and donated.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Arts and Culture Community Service Program. Find further information about organizations named here under Resources.

- Make homemade holiday cards for nursing home residents or Meals on Wheels recipients.
- Hold a recycled art contest for art projects made using recycled materials.
- Work with your Chamber of Commerce and/or Tourist Commission to create a map of your community with pictures/drawings and descriptions of historic sites, monuments, and points of interest. Print it and distribute to your Chamber of Commerce, tourist center, library, town hall, and other prime locations. Include club contact information. Create an "Our Town is Great" map of your community with pictures/drawings and descriptions of historic sites, monuments, and points of interest. Print it and distribute to your Chamber of Commerce, library, town hall, and other prime locations. Include club contact information.
- Host an art supply drive within your club. Contact local schools, daycare centers, and/or community centers to see what is needed.
- Be crafty – make homemade gifts for birthdays, Christmas, or other occasions.
- Be creative – design and decorate a garden.
- Help build, paint, and decorate a Little Free Library.
- Provide artwork and help decorate a reading nook at the library, a local laundromat, or other location in your community.
- Donate books with an art theme to the public library, a school library, or a Little Free Library.
- Donate seasonal and holiday-themed coloring sheets for children at schools and libraries.
- Donate art books, sketch books, coloring books, crayons, and other art supplies to hospitals, doctor/clinic waiting rooms, and shelters.
- Hold a "Chalk the Walk" contest for elementary school children on sidewalks in front of a municipal building library, elementary school, or other public venue. Choose a theme and have your club supply the chalk and ribbons for the winners.
- "Hire" student jazz combos, string quartets, or even the whole band to perform at club events.
- Hold a fundraiser to purchase a large piece of equipment for your local schools' art, music, or drama departments, such as a potter's wheel, kiln, microphones, or technology.
- Work with local Girl Scouts or Juniorette clubs to foster a safe Halloween by offering free face painting to children before they trick or treat.
- Attend public art displays, plays, and concerts as part of a social event for your club.
- Visit or hold a club meeting at an art gallery, museum, local cultural center, or tourist center.
- Explore museums online with Google Arts and Culture or visit Art Galleries and Art Museums through their websites for virtual gallery tours.
- Develop an art scavenger hunt at a local or online museum for your members or students. Select items for participants to find and snap photos (if allowed) or document the location in a notebook. Discuss the art pieces after the hunt.
- Organize a weekly or monthly market in your community for local artists and crafters to display and sell their work.
- Use member art or children's art for club cookbook covers, greeting cards, program covers, etc.
- Hold a holiday centerpiece/wreath-making workshop at a local florist as a club program.
- Decorate a city park or municipal plaza for holidays and/or the seasons.
- Sponsor ads in local theatre or school theatre playbills.
- Sponsor an author visit to your local library.

- Establish scholarships for students studying the arts such as literature, drama, or music. This could be to attend an arts school or summer camp.
- Establish awards that acknowledge the artistic achievements of club and community members.
- "Love the Police, Bus Drivers, Firefighters, or Veterans" – Assist local elementary students in making Valentine cards for town police, bus drivers, firefighters, and veterans.
- Include a category in Art Contests that is specific to special needs children. Many times, these students never receive recognition for their creativity.
- Establish and support artist-in-residence programs and artist speakers.
- Feature art created by children with disabilities during Special Olympics.
- Establish and support artist-in-residence programs and artist speakers.
- Establish and/or facilitate an art therapy program at a local nursing home or assisted living facility.
- Volunteer at your local schools to assist with or establish an art program for students.
- Host a craft time at the library to make simple crafts with children. Coordinate with the library story time and match the book theme or make a seasonal or holiday themed craft.
- Visit nursing homes and assisted living facilities and organize artistic activities. Make crafts, work on a sewing project, listen to music, or paint.
- Sew and stuff teddy bears or other animals for preschoolers on their first day of school. These can also be donated to the police, firefighters, or paramedics for children in their care.
- Decorate ceramic piggy banks or have local artists, art classes, or town officials decorate them. Put them in area businesses to collect money for high school scholarships or to support the local high school and or glee club.
- Participate in your club, district, and state arts and crafts contests by entering your crafts, needlework, sewing, painting, and photography items. Enter photographs in the GFWC photography contests.
- Use an artistic event to raise funds to sponsor local community art and cultural programs.
- Feature art or art forms that are indicative of another culture at monthly club meetings—origami, Faberge Eggs, Ukrainian Easter Eggs, Russian icons, and others.
- Host an international dinner party. Choose a country or region as a theme. Decorate and select the meal to fit the theme. Learn about the culture by sharing facts about the area including food, music, lifestyle, etc.
- Volunteer at a school to teach a lesson from your cultural heritage to students. Include information about the food of the culture and provide samples for the students to taste.
- Present a few interesting facts at each club meeting to acquaint members to a variety of international, regional, and local cultures.
- Study and compare pottery or fabrics from different areas of the United States and other countries.
- Attend a performance by an international group, such as the Beijing Opera, Russian Ballet, or Vienna Boys Choir.
- Attend an internationally themed musical, ballet, or theatre performance, such as "The King and I," "Romeo and Juliette," or "Don Quixote.
- Research and learn more about well-known international ballets, operas, musical composers, museums, and artists.
- Host or attend an international festival celebrating music, food, art, and culture from around the world.
- Celebrate international holidays, such as the Chinese New Year, Oktoberfest, Cinco de Mayo, and Bastille Day, and learn more about the historical attire, customs, food, and entertainment of those cultures.
- Explore how other cultures celebrate Valentine's Day, Christmas, New Year's Day, and their Independence Day.
- Learn about art galleries and museums throughout the world such as those in Florence, Italy; Paris, France; Vienna, Austria; Buenos Aires, Argentina; St. Petersburg, Russia; and New York City, USA.

- Host welcome events for international students at the local university and local boarding schools.
- Invite foreign exchange students to speak about their life and culture at meetings.
- In preparation of the 2021 GFWC Convention in Toronto, Canada, research and share information about Canadian art, dance, music, museums, customs, and holiday celebrations.
- Learn about Native American culture and its various forms from one part of the country to another. When traveling, visit museums on Native American culture, such as the Indian Pueblo Cultural Center in Albuquerque, New Mexico, location of the 2021 Fall Board of Directors Meeting.

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

CANINE COMPANIONS

- Purchase bolts of fabric for Canine Companions to sew vests for dogs or stuffed puppies.
- If you live near the Regional Centers, offer to provide meals, etc. when team training is being offered.
- Make donations for dorm rooms or decorate the dorm rooms at Regional Centers.
- Contact your closest Regional Center to see if your club can fulfill any items on their wish lists.
- Visit and tour a regional training center.
- Participate in the Canine Companions Signature Event—DogFest Walk 'n Roll. For more information visit www. cci.org/dogfest.

HEIFER INTERNATIONAL

- Construct and decorate a parade float designed to promote Heifer International and join in the next parade in your community. Hand out bookmarks and "Cow Tail Candy" along the parade route.
- Support Heifer's "Women's Empowerment and Entrepreneurship" project and help women earn living incomes in traditionally male-dominated cultures (www.heifer.org/gift-catalog/womens-empowerment/index.html).

MARCH OF DIMES

- Create blankets for babies. Create a pattern just for your club. The blankets will be distributed to military moms at baby showers sponsored by March of Dimes.
- Create baby hats with your club's special colors. March of Dimes has a toolkit that provides instructions and guidance for pattern and size (www.marchofdimes.org/materials/Advocacy-Toolkit-Q3-2019-v2.pdf).

OPERATION SMILE

- See how your club can help prepare a child for life-saving surgery with coloring pages, stuffed animals, and games to relieve the stress of surgery. Visit https://catalog.operationsmile.org/prepare-kids-for-surgery-0.
- Host a neighborhood ice cream social to share the mission of Operation Smile and the resulting improvement in the quality of life for children. Accept donations to support an operation.

PCAA

- Distribute the pinwheel coloring sheets to elementary school children, recognizing the pinwheel as a symbol of PCAA during Prevent Child Abuse Month in April.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- Sew mask straps. Do you have seamstresses in your club? Consider meeting to assemble bags with materials to make mask straps for the children at St. Jude and having seamstresses taking the bags home to complete the project with their personal sewing machines.

UNICEF USA

- Consider how individuals in other countries are handling the COVID-19 pandemic. Utilize UNICEF's website to gather information on how different cultures are tackling the pandemic and how UNICEF has already helped reach over half a billion people with COVID-19 prevention messaging (www.unicefusa.org/mission/covid-19).

GFWC RESOURCES

Americans for the Arts www.americansforthearts.org
Americans for the Arts builds awareness and support for the value of the arts and works to ensure that every American has access to their transformative powers.

A.R.T. (Artistic Realization Technologies, Inc.) www.artrealization.org
A.R.T. has created technologies, studio programming, and training that empowers those who lack the articulate use of their hands to gain perfect individual control of the artmaking process start to finish. Contact A.R.T. at a.r.t.lefens@artrealization.org or 908-359-3098.

Google Arts and Culture www.artsandculture.google.com
Google Arts and Culture provides virtual tools to explore works of art and tour famous sites and landmarks, offers information about nearby museums and other centers of arts and culture, and supplies space to create a virtual gallery of your favorites.

National Endowment for the Arts www.arts.gov
The National Endowment for the Arts is an independent federal agency that funds, promotes, and strengthens the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.

This site also lists Arts Councils in each state www.arts.gov/partners/state-regional.
In partnership with state and jurisdictional arts agencies and regional arts organizations, the NEA provides federal support for projects that benefit local communities.

National Organization for Music Education www.nafme.org
The National Organization for Music Education advocates and provides resources for music education, hosts professional development events, and offers opportunities for both students and teachers.

AWARDS

Th GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Arts and Culture Community Service Program projects and partnership projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Arts and Culture Community Service Program projects. Clubs do not submit entries directly to GFWC.

SPECIAL ARTS AND CULTURE AWARD

A "President's Prize"of $100 plus an award certificate will be given at the 2021 and 2022 GFWC Annual Convention to the club that best interprets the official GFWC holiday theme. The official theme for 2020 is "What a Wonderful World" and for 2021 the theme is "Good Tidings of Comfort and Joy." The themes can be interpreted in any manner that fits a club-sponsored holiday event or project, such as homemade or decorated stockings filled for a children's shelter, a holiday party for nursing home residents, or a holiday tree at a local library or community center. To apply for the award, complete the President's Prize Award Form and mail or email it to Arts and Culture Chairman Angela Cutrera by March 15 at the addresses specified on the form.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

PRESIDENT'S PRIZE AWARD FORM

A "President's Prize" of $100 plus an award certificate will be given at the 2021 and 2022 GFWC Annual Conventions to the club that best interprets the GFWC holiday theme.

STATE FEDERATION:

CLUB NAME:

CLUB CONTRACT & PHONE NUMBER:

NARRATIVE: Please provide a short description of 100 words or less and one or two photos of your club's holiday event or project that interpreted the official GFWC holiday theme.

Mail or email this form and photos to Arts and Culture Chairman Angela Cutrera, 1426 Jasmine Drive, Opelousas, LA 70570, or Angelacutrera1@gmail.com. For GFWC's use of photos, please include the Creative Arts Waiver Form found in the Awards, Contest, and Grants section of the GFWC Club Manual.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Arts and Culture Community Service Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

010-010	Funding for the Arts
010-020	Museums
010-030	Support of the Arts in Schools and Communities

CIVIC ENGAGEMENT AND OUTREACH

COMMUNITY SERVICE PROGRAM

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED, IT IS THE ONLY THING THAT EVER HAS." — MARGARET MEAD

In the Preface of Civic Responsibility and Higher Education, an authoritative work edited by Thomas Ehrlich and published by Oryx Press in 2000, it is noted that "Civic engagement means working to make a difference in the civic life of our communities and developing the combination of knowledge, skills, values and motivation to make that difference. It means promoting the quality of life in a community through both political and non-political processes."

The GFWC Civic Engagement and Outreach Community Service Program reminds GFWC members that each of us is a part of a larger society and is responsible for undertaking actions that will create a better quality of life and foster a sense of community—locally, regionally, nationally, and globally.

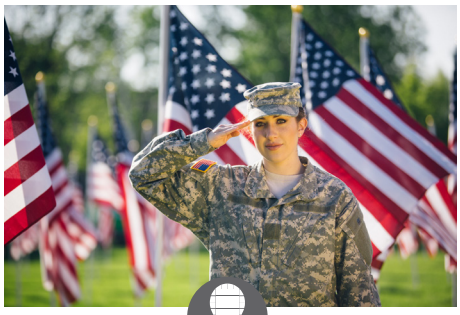
Volunteering is one of the best ways to put civic duty into action and it is often the first step in building a stronger connection to community, but there are other ways to contribute, such as advocating, fundraising or donating, and problem solving. Locally, even supporting small businesses and keeping an eye on your neighbor can play a part in improving the community. The possibilities are endless.

In this Community Service Program, four "broad strokes" of Civic Engagement and Outreach are highlighted and encouraged, including: Citizenship; Crime Prevention, Safety, and Disaster Preparedness; the Needy, Hungry, and Homeless; and Our Military Personnel and Veterans. Beyond these suggestions, look within your own community and to the wider world for ways to make a positive impact.

Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Civic Engagment and Outreach Community Service Program Chairman or GFWC Programs Department at ***Programs@GFWC.org***.

2020-2022 CIVIC ENGAGEMENT AND OUTREACH COMMUNITY SERVICE PROGRAM

Nancy Greenberg, Chairman
11 Lori Lane
Londonderry, NH 03053
ngreenberggfwc@comcast.net



CHALLENGE PROJECT:
SUPPORT AND AID WOMEN VETERANS

Connect with women veterans to support health needs, reduce isolation and depression, and provide comfort and encouragement, with the assistance of a Women Veterans Program Manager at your VA Medical Center. Here are specific ideas provided by a WVP Manager:

- Donate comfort and useful items such as soothing lotions and bath gels, beauty products, cozy socks and slippers, adult inspirational coloring books and colored pencils (a great favorite!), games and playing cards, and/or gift cards to salons, coffee shops, and retail and grocery stores.

(continued, top of page 2)

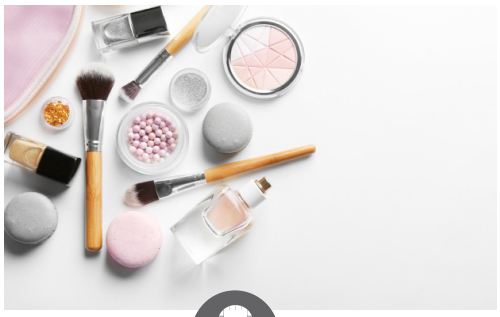
- Supply beverages and snacks for the waiting area of the Veteran Women's Health Clinic, with a small group of members hosting to provide camaraderie and new contacts.
- Collect new and slightly used jewelry and hold a club social for polishing and packaging the jewelry in decorated boxes or bags for distribution at the Veteran Women's Health Clinic.
- Work with the Veterans Administration Medical Center to hold a games afternoon or painting social. Make new friends and have fun!
- Coordinate with the WVP Manager to help women veterans celebrate special moments in their lives, with gifts and thoughtful cards for new babies, family birthdays, and other meaningful occasions.

FLAGS FOR FORT SNELLING

GFWC Bloomington Woman's Club (MN) members joined 5,000 volunteers at the Mall of America for "Flags for Fort Snelling." Each member was given 25 flags and was shown the correct way to place a flag. Shuttles took volunteers to the cemetery. The club spent 48 hours on this project, which placed flags on all the graves at Fort Snelling for the first time in 35 years.

SUPPORT TO DEPLOYED TROOPS

The Exeter Area GFWC (NH) knitted and donated 290 hats and 20 scarves, and donated an additional 20 fleece scarves, to U.S. military personnel leaving our country through Pease Trade Port in Portsmouth, NH. Volunteer "Pease Greeters" welcome all military returning to the U.S. from overseas deployment and send off others with hugs, "God Bless," and waving flags. The club also held a Christmas stocking workshop to decorate 90 stockings. All stockings were filled with personal care items, small toys, and other goodies, and were distributed by the Pease Greeters beginning in November. Getting together to decorate stockings was productive and fun, and a great social for members.



MAKEUP AND MAKEUP BAGS

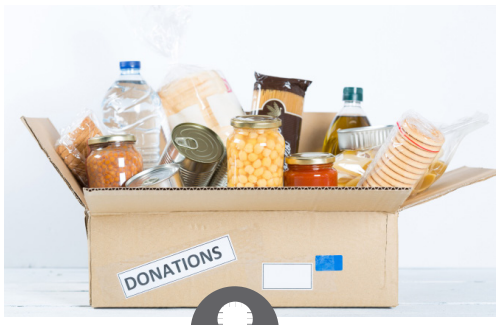
GFWC las Noches Woman's Club (AZ) received a donation of make-up from St. Vincent DePaul that they distributed to five military bases across their state. Knowing there was a need for cosmetics among servicewomen, members sewed 400 make-up bags and donated more than 9,000 items, such as lipstick, mascara, and foundation for all skin colors. These gifts were much appreciated!

PROUDLY OUR COLORS WAVE

GFWC Pembroke Woman's Club (NH) undertook and maintain a project, "Proudly Our Colors Wave," by posting flags in their community for all to see. The club purchased 50 United States flags, support poles, and finials, and made arrangements with the town manager, public works, and fire and police departments to secure the flags to telephone poles along the main thoroughfare, where they are displayed each year from Memorial Day to Labor Day.

SOUND THE ALARM TO SAVE A LIFE

The GFWC Greensboro Woman's Club (NC) engaged a speaker from the Red Cross to address the club about educating the public on home fire safety. On Save a Life Day, club members went door-to-door in two at-risk neighborhoods with two fire fighters. The firemen installed free smoke alarms, checked existing alarms, and the clubwomen educated the homeowners on general fire safety, including creating a fire escape plan and alarm battery replacement.



HOLIDAY CHEER

GFWC Fort Benton Woman's Club (MT) provided holiday cheer for children and needy families in their county. Members purchased clothing, filled holiday food baskets with grocery certificates, assembled and placed Angel gift tags on Christmas trees at local businesses, and picked up and distributed the gifts along with the Christmas baskets. They advertised in newspapers and on Facebook, and displayed posters throughout the county.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Civic Engagement and Outreach Community Service Program. Find further information about organizations named here under Resources.

CITIZENSHIP

- Work together with other community members or organizations to create a social media platform, such as a Pinterest board, or Facebook or Twitter page, to engage the larger community on key issues, identify positive solutions, and stimulate public policy initiatives.
- Honor and celebrate patriotic holidays by hosting or volunteering for events commemorating Presidents' Day, Memorial Day, Independence Day, Veterans Day, Constitution Day, and others. Consider purchasing or printing copies of the United States Constitution for distribution. One organization that provides copies at bulk rate is Freedom Factor.
- Advocate for civics education in schools, ensuring students acquire an understanding of government.
- Work together to "Get Out the Vote!" Encourage others to register and vote, provide information about early voting or polling locations and times, and offer transportation if needed.
- Provide information on correctly folding a United States flag, plus the meaning and symbolism in the flag folding ceremony, to scouts, school groups, and others. The American Legion offers clear and concise instructions.
- Help an individual or a small group study for the U.S. Citizenship test.
- Collaborate with bookstores or libraries to create a prominent display of nonfiction books that commemorate Women's History Month in March, tell the "herstory" of women's suffrage, and celebrate the centennial of the 19th Amendment on August 26, 2020.
- Collect books that celebrate women of the suffrage movement or other women and girls of historical or societal importance, including biographies, nonfiction, and historic fiction, and donate them to local schools, libraries, and programs such as the Boys and Girls Club, YWCA, and Girls, Inc.
- Visit state monuments, notable homes, and other historic sites, perhaps as part of a State or Region meeting. Collect a donation or hold a fundraiser to help support the site or its mission.
- Create a play, puppet show, or exhibit to teach young students about "Symbols of the United States," including the US flag, Uncle Sam, the Liberty Bell, the bald eagle, the Statue of Liberty, and others.
- Sponsor a Candidates Forum for town officials and/or state representatives, with club members serving as hosts and moderators. Invite media to cover the event.
- Join the Chamber of Commerce to increase brand recognition through networking and publicity. Use Chamber publications and calendars to help spread the word about club events.
- Invite a speaker from the League of Women Voters to provide information on voting rights and how to increase participation and educate voters.
- Pair up with another club member and sign up to volunteer at the polls.

CRIME PREVENTION, SAFETY, AND DISASTER PREPAREDNESS

- Prevent crime and make homes and communities safer by providing information on crime prevention strategies, such as neighborhood/park watches and suspicious activity reports.
- Support and thank local Police and Fire Departments for keeping the community safe. Consider making gift bags that include snacks, beverages, gift certificates, other small treats or necessities, and a handwritten thank you note. Or, provide a monthly meal and/or dessert to these first responders, with groups of club members working together.
- Spread the word about the danger of carbon monoxide poisoning in the home by providing information from the Centers for Disease Control and Prevention, including the signs and causes of poisoning, and how to prevent it. Collaborate with a local merchant to purchase carbon monoxide alarms at cost and then provide them to the elderly and/or needy.
- Sponsor CPR or first aid classes for moms' groups, childcare providers, teens, and others.
- Alert parents and caregivers to the hazard of furniture tip-overs that endanger the lives of children, the disabled, and the elderly. According to the Consumer Product Safety Commission, someone in the U.S. is injured every 17 minutes by a furniture, TV, or appliance tip over. Create awareness through social media on how to anchor furniture or offer facts and free furniture anchors at a community-wide event.

- Warn club members and others by sharing information on Identity Theft from USA.gov, including potential victims, types of theft, warning signs, and prevention.
- Go to the National Council on Aging for information about scams against seniors that target grieving spouses, worried grandparents, and those with medical concerns. Share fact sheets with members and friends, including "The Top Ten Financial Scams Targeting Seniors," and "Eight Tips for How Seniors Can Protect Themselves from Money Scams."
- Hold a bicycle safety workshop for children during National Bicycle Safety Month in May.
- Utilize materials from the National Safety Council and other experts to educate teen drivers about the dangers of distracted driving during Distracted Driving Awareness Month in April.
- Work with first responders and your local high schools to provide motivational presentations on at-risk driving practices, such as texting and failure to use seat belts.
- Learn to stop traumatic injury bleeding, which is the leading cause of preventable death in a severely injured person. Find tools through the national awareness and training campaign, Stop the Bleed, directed by the American College of Surgeons. Sponsor a course for club and community members that offers hands-on practice to apply direct pressure, pack a wound, and use a tourniquet.
- Plan a club or community program with first responders in September, National Preparedness Month, on possible emergency situations, natural disasters, and how to be ready at home.
- Provide information to community members on how to make a Disaster Preparedness Toolkit.
- Create and provide Disaster Preparedness Toolkits to first responders that can be distributed throughout the community in a time of need.
- Coordinate efforts to provide disaster victims with monetary or in-kind donations.
- Create a pamphlet of local emergency response numbers and other important crisis information for distribution in the community.

THE NEEDY, HUNGRY, AND HOMELESS

- Consult your local welfare office, shelters, churches, and other community-assistance organizations to determine community needs and help provide provisions for the needy.
- Assist Habitat for Humanity by providing volunteer labor or donations such as furniture and household goods. Consider making or providing meals and/or snacks for volunteers.
- Put together a Women Build team for Habitat for Humanity and work in tandem with construction professionals and future homeowners.
- Organize a club day of service at a local food pantry by donating essential goods and sorting and organizing their shelves. Offer a few surprises, such as "Birthday Bags" filled with cake mix, a can of icing, candles, a baking pan, and a birthday card.
- Place a strong emphasis on childhood hunger and work with or establish local programs that provide weekend and summertime meals for needy children. Consider offering family nutrition tips that help parents shop for and cook healthy, affordable meals.
- Organize a winter clothing drive in the fall, collecting, sorting, and cleaning gently used coats, jackets, sweaters, hats, scarves, and gloves. Partner with a school, church, or another local agency to distribute the clothing.
- Work with your local schools to establish "closets" within the schools where clothing, shoes, backpacks, underwear, socks, outerwear, and personal hygiene items are organized and stored for distribution to children in need.
- See if there is an affiliate of Family Promise or another shelter for homeless families in your area. Investigate their needs and determine if there is a project that is right for your club.
- Collect socks at club, District, or State meetings and donate this "number one most requested item" to homeless shelters.
- Hold a collection drive for I Support the Girls, an organization that provides bras, underwear, sanitary napkins, and tampons to women and girls in need. Donate the items to the closest I Support the Girls affiliate location or a similar local nonprofit organization, so they can be distributed in your area.
- Learn about Days for Girls, an organization that provides access to menstrual care and education for girls around the world. Fundraise for a monetary donation or create sustainable menstrual care kits that provide safe, beautiful, washable, and long-lasting sanitary protection.
- Advocate for "Housing not Handcuffs," a campaign of the National Coalition for the Homeless that aims to put an end to homelessness and the criminalization of the homeless.

OUR MILITARY PERSONNEL AND VETERANS

"Our debt to the heroic men and valiant women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifice." — Harry Truman

- Encourage members to research local or national programs that support our military. The United States Department of Veterans Affairs can direct you to assistance programs for those currently deployed, military families, and/or veterans. If your club wants to work specifically with women veterans, contact the Women Veterans Program Manager at your VA Medical Center.
- Support active military personnel with programs through the USO, such as Wishbook, to provide gifts of comfort food packages, phone calls home, and long distance bedtime stories, or USO2GO Kits, which provide snacks, toiletries, and fun diversions (music and games) to troops deployed to remote areas.
- Keep military loved ones together during medical treatment by supporting the Fisher House Foundation, which builds comfort homes at military installations and VA Medical Centers around the world. Clubs can also support the Foundation's Hero Miles program, which uses donated airline miles to bring family members to the hospital bedsides of the injured, and Hotels for Heroes, which uses donated hotel points, and/or its grant program and scholarship fund.
- Create awareness about the three primary mental health concerns of military personnel and veterans: Posttraumatic Stress Disorder (PTSD), Depression, and Traumatic Brain Injury (TBI). Support organizations such as the National Alliance for Mental Illness (NAMI) and others that provide help.
- Create awareness about the high rate of suicide among veterans and suicide prevention programs such as the Veterans Crisis Line and S.A.V.E., a VA online training program that teaches simple preventive steps (Signs, Ask, Validate, Encourage, Expedite) that anyone can follow with those at risk.
- Consult the Suicide Prevention Coordinator at your VA Medical Center to determine what help and support your club can provide. Consider a program specifically for women veterans, who have a suicide rate that is twice that of non-veterans. If women veterans have suffered sexual trauma, they may require personal rather than VA transportation, which can be provided with pre-paid UBER or credit cards.
- Contact local homeless shelters to ask if any current residents are veterans. If so, work with the shelter administrator to determine what additional support or resources may help these veterans become more self-sufficient.
- Donate clothing, nonperishable food items, backpacks, and other items to Stand Downs, VA events that provide necessities, health screenings, and referrals for homeless veterans.
- Work with your VA to identify veterans who need household supplies and furniture, employment assistance, educational scholarships, or other help. Consider establishing an ongoing relationship with one or more veterans.
- Contribute to Wreaths Across America by sponsoring wreaths or volunteering at Veteran Cemeteries to place or remove wreaths.
- Contribute to the Honor Flight Network by donating, volunteering as a "Guardian" to accompany an honoree, and/or being part of a "Welcome Home" congregation.
- Support the Quilts of Valor Foundation by donating fabric, quilt squares, or quilts, or by making monetary contributions or becoming a sponsor.

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

CANINE COMPANIONS

- Sign Online Petition to Stand Against Service Dog Fraud. When untrained pets posing as service dogs behave badly, people who truly need assistance dogs can face added discrimination and lose access to public places, both violations of the Americans with Disabilities Act (www.cci.org/news-media/latest-news/take-a-stand-against-service.html).
- Promote puppy raising. Volunteers are needed to raise puppies from eight weeks to 1.5 years old attending dog obedience classes and socializing the puppy in public settings. Assistance is needed in getting the word out on the need for volunteers.
- Meet the Canine Companions Chapter leadership near you and see how you can work together.
- Raise funds to help place a dog with a veteran.
- Share your commitment to CCI with suggested Canine Companions by using these hashtags: #giveadogajob, #WeAreIndependence, #ccivolunteer, #ccipuppy, #ccipuppyraiser, #ccigraduate #ccicanine, and #caninecompanions.
- Become familiar with the following organizations:
  - Assistance Dogs International, Inc. (https://assistancedogsinternational.org)
  - International Association of Assistance Dog Partners (www.iaadp.org)
  - U.S. Department of Justice ADA and Americans with Disabilities Act information, resources, and updates U.S. government website (www.ada.gov/service_animals_2010.htm) contains vast array of resources for individuals with disabilities, including information about health, housing, education, transportation, recreation and employment. See Commonly Asked Questions about service dogs in places of business. ADA Info Line: 800-514-0301 (voice); 800-514-0383 (TTY). Workplace Accommodation Information (www.ada.gov/pubs/adastatute08.htm#subchapterI) | Public Access with an Assistance Dog Info (www.ada.gov/service_animals_2010.htm) | Employment Equal Opportunity Commission (www.eeoc.gov)
  - Children with Disabilities (www.childrensdisabilities.info) offers information about advocacy, education, employment, health, housing, recreation, technical assistance, and transportation covering a broad array of developmental, physical, and emotional disabilities.
  - Institute on Disability and Human Development (https://ahs.uic.edu) is an online resource dedicated to promoting the independence, productivity, and inclusion of people with disabilities into all aspects of society.
- Join the Canine Companions Facebook page (www.Facebook.com/CanineCompanions) and help them build their network of "likes."
- Follow Canine Companions on Twitter (@ccicanine).
- Subscribe to their YouTube channel (www.YouTube.com/CanineCompanions) and their blog. Help is a Four-Legged Word (www.Blog.CCI.org).
- Sign up to receive monthly e-newsletters on Canine Companions updates and forward the emails to your friends (www.CCI.org/sign-up).

HEIFER INTERNATIONAL

- Support Heifer by sponsoring a Community Animal Health Workers Kit. This kit includes tools such as thermometers, stethoscopes, hoof trimmers, gloves, disinfectants, medicine for animals, and more. It also trains participants in properly caring for gift animals. Visit www.heifer.org/campaign/gfwc.html and navigate to the Health Workers Toolkit.
- Inspire students to become global citizens through Heifer's free educational and fundraising programs catered to any age group (www.heifer.org/what-you-can-do/get-involved/schools/index.html).

HOBY

- Help schools select and register Sophomore students for the State Leadership Seminars (www.hoby.org/programs/state-leadership-seminars).
- Select and sponsor a deserving high school Junior or Senior for the Advanced Leadership Academy.
- Invest and empower your community students by sponsoring them to attend the HOBY World Leadership Congress (WLC). This four-day seminar broadens their perspective as part of a global community we share (www.hoby.org/programs/world-leadership-congress).
- Volunteer at the HOBY Leadership events in your area (www.hoby.org/volunteer).

MARCH OF DIMES

- Use the March of Dimes Advocacy Toolkit to make your voice heard by contacting Members of Congress about how you feel about Maternal Health, Access to Care, and Newborn Screening (www.marchofdimes.org/materials/Advocacy-toolkit-q3-2019-v2.pd).

OPERATION SMILE

- Coordinate with members, friends, and family to sew, collect, or prepare specific supplies that are needed for medical missions (www.operationsmile.org/content/community-fundraising-and-service-projects).
- Sew Smile Splint arm bands to prevent a child from bending their arms and touching their face. An arm band is inserted with tongue depressors to create a simple splint. To request a copy of this pattern, or if you have any questions, please contact Operation Smile at communityrelations@operationsmile.org, or 1-888-677-6453.

PCAA

- Support and advocate for family-friendly policies and advocate on behalf of vulnerable children and families.
- Learn more about child abuse and neglect prevention and become a messenger for the cause. Lending your voice to bring about change by advocating for policies that help children, families, and the communities in which they live.
- Join Prevent Child Abuse America social media networks to keep up to date on Prevent Child Abuse America news.
- Purchase or stream for club viewing the new documentary, ***Resilience***, a film that reveals how toxic stress can trigger hormones that wreak havoc on the brains and bodies of children, putting them at greater risk for disease, homelessness, prison time, and early death (https://preventchildabuse.org/resource/resilience).

ST. JUDE

- Volunteer at a St. Jude Walk/Run to End Childhood Cancer event near you by visiting www.stjude.org/walkrun and click on "volunteer."
- Join us on social media @StJude and use the Hashtag #ShowYourGold to show your support.

UNITED NATIONS FOUNDATION SHOT@LIFE CAMPAIGN

- Encourage club members to apply for the annual Shot@Life Summit. Learn how to advocate and put it into practice in support of funding global vaccines (https://shotatlife.org/championsummit).
- Utilize the Race to Erase Toolkit when meeting with state legislators. Together we can make sure that legislators know their constituents support global vaccination efforts (https://shotatlife.org/wp-content/uploads/2018/10/Race-to-Erase-2018-Toolkit.pdf).

UNICEF USA

- Promote Equality for Girls Program by promoting education for girls so that they can become the artists, engineers, and advisors of tomorrow (www.unicefusa.org/mission/equality-girls).
- Visit UNICEF's USA Action Center: Advocate to Put Children First. Enter your zip code to see the campaigns currently being promoted in your area (https://act.unicefusa.org/?_ga=2.56491243.1930969479.1592003084-1296862387.1592003084).
- Create "STOP Sign" stickers to place in rest area bathrooms of highly travel roads in your community. Add the phone number of the national hotline for survivors of human trafficking.

GFWC RESOURCES

American Legion www.legion.org
For specific information on flag folding, go to www.legion.org/flag/folding.

Consumer Product Safety Commission www.consumerreports.org
For specific information on anchoring furniture go to www.consumerreports.org/furniture/how-to-anchor-furniture-to-help-prevent-tip-overs

Days for Girls www.daysforgirls.org

Family Promise www.familypromise.org affiliates work in 43 states as a leading nonprofit addressing the issue of family homelessness. The organization is 501c3 with a 4 Star Charity navigator standing. Blankets, pillows, towels and washcloths, school snacks, and meals are appreciated donations.

Fisher House Foundation www.fisherhouse.org

Freedom Factor www.freedomfactor.org
For specific information on the cost of copies of the United States Constitution and the Declaration of Independence go to (www.freedomfactor.org/collections/designer-pocket-constitutions/products/pocket-constitution-independence-hall)

Habitat for Humanity www.habitat.org

Honor Flight Network www.honorflight.org

I Support the Girls www.isupportthegirls.org

League of Women Voters www.lwv.org
The League of Women Voters encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

National Alliance on Mental Illness (NAMI) www.nami.org
For specific information on supporting military personal and veterans go to www.nami.org/Find-Support/Veterans-and-Active-Duty.

National Council on Ageing www.ncoa.org
For specific information on scams against seniors go to www.ncoa.org/economic-security/money-management/scams-security.

National Safety Council www.nsc.org
For specific information on distracted driving go to www.nsc.org/road-safety/safety-topics/distracted-driving.

National Women Veterans United www.nwvu.org

National Coalition for the Homeless www.nationalhomeless.org
For specific information on "Housing not Handcuffs" go to www.housingnothandcuffs.org.

National Crime Prevention Council www.ncpc.org

Quilts of Valor Foundation www.qovf.org
For specific information about making quilts go to www.gov.org/make-a-gov.

Stop the Bleed www.stopthebleed.org

USA GOV www.usa.gov
For specific information on identify theft go to www.usa.gov/identity-theft.

U.S. Department of Veteran Affairs www.va.gov
For specific information on Stand Downs go to www.va.gov/homeless/events.asp.

USO www.uso.org
For specific information on Wishbook go to www.usowishbook.uso.org.

Wreaths Across America www.wreathsacrossamerica.org

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Civic Engagement and Outreach Community Service Program projects and partnership projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Civic Engagement and Outreach Community Service Program projects. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Civic Engagement and Outreach Community Service Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

015-010	Abolishment of Pornography
015-040	Advocacy Rights of Charitable Organizations
015-050	Delays in Criminal Prosecution
015-060	Vehicle Safety
015-070	Balanced Budget
015-080	Bicycle Safety
015-090	Child Safety Seats
015-120	Continued Concern for Missing In Action
015-130	Crime Prevention
015-140	Disaster Service Planning
015-160	Driver Education
015-170	Impaired Operation of Vehicles
015-180	Early Release of Violent and Habitual Prisoners
015-190	Election Procedures
015-200	Eminent Domain
015-210	Equal Rights for Women
015-220	Fire Prevention and Protection from Fire Injury
015-230	Fundamental Freedoms
015-240	Gun Control
015-250	Historic Preservation
015-260	Humane Treatment of Animals
015-270	Identity Theft

015-300	Distracted Drivers
015-310	Juvenile Justice and Delinquency
015-330	Labor Exploitation
015-370	National Defense
015-440	Political Campaign Finance Reform
015-450	Pound Seizure
015-460	Prison Rehabilitation
015-470	Prosecution of Hate Crimes
015-480	Respect for the Flag of the United States
015-490	Responsibility of the Media and Individuals Pertaining to National Security
015-500	Citizenship
015-510	Rosie the Riveter Memorial Project
015-520	Safety for Air Travel
015-540	School Violence and Disruptions
015-580	Social Security
015-590	Statehood for Puerto Rico
015-610	Transportation
015-620	Uniform Probate Code
015-640	United States Postal Service
015-650	Victim/Witness Assistance
015-670	Volunteer Liability Protection
015-700	Water Safety
015-710	Women in Public Policy-Making Positions
015-720	Women in Transition
015-750	Harassment, Intimidation, Hazing, Bullying and Cyber-bullying
015-760	Safe Highways and Infrastructure
015-770	TSA Loose Change Usage
015-810	Firearm Safety and Responsibility
015-820	Human Trafficking
015-830	Opioids
015-840	Traumatic Brain Injury Prevention
015-850	Safe Children
015-860	School Bus Safety
015-870	Modernization of Sentencing and Parole Policies
015-880	Broadband Authority and Utilization
015-890	Social Media
015-900	Miranda's Law
015-910	3D Printed Gun Safety Act
015-915	Drug Trafficking
015-920	Comprehensive Immigration Reform
015-925	Geneva Convention on Protection of Civilians in Wartime
015-930	Human Rights
015-935	Man-made and Nuclear Disasters
015-940	Nuclear Arms Reduction
015-945	Refugees
015-950	Support of the North Atlantic Treaty Organization (NATO)
015-955	Support of the United Nations
015-960	Assistance to Economically Less Developed Areas
015-965	Terrorism
015-970	Totalitarian Aggression
015-975	United Nations Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)

EDUCATION AND LIBRARIES
COMMUNITY SERVICE PROGRAM

"EDUCATION IS NOT JUST ABOUT GOING TO SCHOOL AND GETTING A DEGREE. IT'S ABOUT WIDENING YOUR KNOWLEDGE AND ABSORBING THE TRUTH ABOUT LIFE." — SHAKUNTALA DEVI

Education is one of the most important investments that can be made. Across the world, it has proved to be transformative, advancing society as well as self. When individuals acquire knowledge, they assimilate pieces of information into a larger understanding. On a personal level, this understanding provides perspectives that form the basis of ideas and opinions. Interpersonally, it provides the insight and judgement that facilitates relationships and ensures the ability to succeed in and beyond local communities, which, in turn, progress with the growing intellect of their citizens.

In the U.S., the goal of education has historically evolved with the needs of society, from teaching religious values and principles of democracy, to the assimilation of immigrants and the training of workers for an industrialized nation. Now, we hold a broader view. Jonathan Cohen, cofounder and president of the National School Climate Center has noted, "The purpose of education is to support children in developing the skills, the knowledge, and the dispositions that will allow them to be responsible, contributing members of their community—their democratically-informed community. Meaning, to be a good friend, to be a good mate, to be able to work, and to contribute to the well-being of the community."

During its history, GFWC has advanced education, in part, through the establishment and support of public libraries. In the 1930's, the Federation was credited by the American Library Association for establishing 75 percent of America's public libraries. Today, as a key factor in how Americans learn and connect with local communities, they continue to be a top priority of members.

As clubwomen, GFWC members promote education in both children and adults. We aim to help others, while we also continue to learn. Projects in the Education and Libraries Community Service Program are designed to foster schools, as well as other educational institutions and opportunities, and to promote libraries, literacy, and the love of a good book. Through these efforts, we encourage the growth of individuals and communities at home and around the world.

Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Education and Libraries Community Service Program Chairman or GFWC Programs Department at ***Programs@GFWC.org***.

2020-2022
EDUCATION AND LIBRARIES
COMMUNITY SERVICE PROGRAM

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CHALLENGE PROJECT:
SUPPORT STEM PROGRAMS & ACTIVITIES FOR SPECIAL NEEDS STUDENTS

Nearly one out of ten U.S. families is raising a child with a disability. Legislation passed in 1975 ensures that children with disabilities are accommodated in public educational programs, but these students are less likely to earn a conventional high school diploma. As adults, a large majority will be underemployed or unemployed. Students with special needs, like most of their peers, learn best in active, hands-on, problem-solving classroom environments. Additionally, some special needs students, particularly those with autism spectrum disorder, gravitate to courses and careers involving science, technology, engineering, and math.

Continued on Page 2

Embrace the Education Challenge Project by:

- **Organizing a STEM day camp, workshop, or unique activity for special needs students.**
- **Supplying special needs teachers with STEM lesson plans, ideas, and/or supplies.**
- **Volunteering in a special needs classroom to assist with STEM activities.**
- **Donating books about STEM careers, such as *Her STEM Career: Adventures of 51 Remarkable Women*, to special needs classrooms.**

SUMMER COOKING AND SEWING CLASSES

GFWC Glendale Woman's Club (AZ) developed and offered cooking and sewing classes four days a week during the summer. There were 17 cooking students and 15 sewing students including boys and girls. Those in cooking learned about table manners, kitchen cleanliness, and nutrition, in addition to cooking, and received a children's cookbook. Students in sewing made a tote bag, personal pillowcase, and mug rug, and received an owl pincushion made by members and a tape measure.

LIBRARY ESTABLISHED

Woodbine Woman's Club (GA) worked with the city for three years to establish a library. Members obtained an old fire station and HVAC system. They worked on the building with Habitat for Humanity and the high school Skills USA team. The school district committed to providing $10,000 a year for operating costs. Club members applied for grants to make the building ADA compliant and partnered with the library and Lions Club to raise $7,000 for library renovations.

EARLY LITERACY EMPHASIS

As part of Smart Start's Park-Time Reading Campaign, GFWC South Brunswick Islands (NC) dedicated a Little Free Library at a beach park and maintained a steady book supply. To aid in maintenance, the club received a $1,000 community grant from the electric membership corporation. They partnered with "Raising a Reader" and connected with Dolly Parton's Imagination Library. Ninety-six Dr. Seuss books, 57 toddler board books, and 32 Christmas books were purchased from Dollar General.

CHILDREN'S BOOK NOOK

GFWC Tuesday Club (MO) members assisted with the Book Nook at their local food pantry to encourage children to read while their parents were shopping. The nook was equipped with children's books, child-sized shelves, a small table and chairs, and some educational toys. Children could take one book with them per visit. Club members visited the Book Nook twice a week, adding books to shelves and cleaning and tidying the area.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Education and Libraries Community Service Program. Find further information about organizations named here under Resources.

EDUCATION

- Establish a scholarship for a local student using these steps:
  - Determine the purpose of the scholarship (reason for awarding it and the target audience, for example—the scholarship could be in honor or memory of a club or community leader, or it might help a student with a special need).
  - Set a timeline (including development, fundraising, advertising, application evaluation, award presentation).
  - Create the application (incorporating components that fit the purpose of the scholarship, such as essay, resume, transcripts, financial need information, letters of recommendation).
  - Determine the duration of the award (one or multiple years).
  - Determine the funding source.
  - Select the recipient and plan the award presentation.
- Advocate for and assist children and adults with special needs by:
  - Researching learning disabilities on the website of the Learning Disabilities Association of America and subscribe to their newsletter, or follow them on Twitter, for news on advocacy efforts and how you can help.
  - Volunteering in the Special Education Department of a local school.
  - Sponsoring events for children with special needs such as holiday parties, proms, or athletic events
  - Adopting a special needs teacher for the school year, providing class incentives, teaching or craft materials, and other needed support.
  - Initiating a reading program or book club for children and adults with special needs, and/or donating books to special needs groups.
- Support schools, educators, and students with donations:
  - Obtain a supply list from a local school and organize a club or community drive to supply book bags, notebooks, binders, and other recommended items to underserved students.
  - Provide local teachers with supplies for their classrooms, including "treasure chest" stickers or small items that can be used as incentives for positive behavior.
  - Consider and provide for the needs of local preschool, toddler reading programs, and/or Head Start Programs.
  - Replace or add to playground equipment, including a buddy bench.
  - Provide reading software, other materials, or funds for after-school enrichment programs.
  - Fund fieldtrips for underserved students.
- Support first-year teachers by providing welcome messages and snacks for their teacher orientation. Consider providing books for their classroom library or supplies such as Band-Aids, tissues, a sewing kit, small hand lotions, and other useful items.
- Host a special event on Teacher Appreciation Day (the first Tuesday in May), such as a celebratory breakfast or lunch, or provide thank you cards or other expressions of gratitude.
- Organize a group of members who would like to work together to support a local school by volunteering to help a teacher or several teachers set up their classroom at the beginning of the year. Stay connected by volunteering in the classroom(s) and providing other assistance as needed.
- Become a partner in education with a Title 1 school by volunteering one-on-one time with students, providing take-home snacks for weekends, supplying toiletries that can be distributed as needed, and assisting or donating to special programs where children can flourish, such as music, art, and athletics.
- Sponsor recognitions, such as student of the month. Provide goody bags, ice cream tokens, or books.
- Partner with the local PTA/PTO on an important issue, such as raising awareness about internet safety.
- Work with school counselors to support an anti-bullying campaign in October, during National Bully Prevention Month. PACER's National Bullying Prevention Center offers free classroom resources.
- Assist GED candidates by tutoring or establishing a fund to pay for tests and/or babysitting.

- Advocate for and support STEM for Her in local schools. STEM for Her is an organization that encourages girls to pursue STEM-related careers. Visit the website to learn more about STEM for Her programs.
- Organize literacy events to "get your school reading." Organize book-themed events, such as a book walk, book fair, book bingo, book drive or swap, book reading challenge, book club of "reading buddies," or a book report contest on "My Favorite Book." Donate or solicit prizes for awards.
- Promote summer reading by providing books to be given to children at the close of the school year along with a flyer or calendar of summer reading events scheduled at local libraries.
- Organize a Read Across America event in March during National Reading Month. Consult the Read Across America website for suggested books, event ideas, and promotional materials.
- Create nooks for reading at welfare offices, health departments, doctor clinics, shelters, children's hospitals, laundromats, and other places children might visit, and stock them with a variety of books. Add a club sticker with the message, "If you read a story while you wait, the less time it will take."
- Promote reading among older students by sponsoring a Reading Bowl or Global Reading Challenge.
- Invite an author to speak at a school or community event, or a club meeting.
- Provide books for a VA hospital or Veteran's home, a local nursing home, a Habitat for Humanity home, or other places where books would be a special treat.
- Celebrate Children's Book Day/Día de los Niños on April 30. Donate books in English and Spanish to local Head Start programs.
- Promote DEAR (Drop Everything and Read) Day, by posting photos on social media of community leaders, such as the mayor, police chief, and your club president, with their nose in a book. DEAR Day, celebrated on April 12, reminds families to make reading a priority in their lives by setting aside at least 30 minutes that day to enjoy books together.
- Plan a pajama and book drive for Pajama Program, an organization that promotes and supports a comforting bedtime routine for all children to help them thrive. Visit the Pajama Program website for information on contributing pajamas and/or books, fundraising, and volunteering.
- Support local English as a Second Language (ESL) programs by tutoring students and/or funding their classes or materials.
- Plan or sponsor a "Books Alive" program for your community, bringing a favorite children's book to life as a play or puppet show.
- Learn more about established reading programs such as Dolly Parton's Imagination Library, Reach out and Read, Reading is Fundamental, Reading Rockets, Room to Read, and 1000 Books Before Kindergarten, and see if your club can get involved in, donate to, or sponsor an event in your community.
- Celebrate World Read Aloud Day, a program sponsored by LitWorld, on February 5. Celebrate at schools, work, and a club meeting. Create and wear reading crowns that illustrate what you are thinking as you read. Visit the LitWorld website to register, gather ideas for community engagement, and find other resources.

LIBRARIES

- Support your local public library (or school library if appropriate). Club projects could include:
  - ø Donating books, books on tape, movies, music, and other resources.
  - ø Providing exploratory tours for children that enable them to navigate the facility and use its electronic search tools.
  - ø Sponsoring materials and programs for the underserved, disabled, and/or non-native speakers
  - ø Funding online education classes.
  - ø Promoting library history, events, and services on social media or through alternate means.
  - ø Encouraging the selection of a mascot and then help develop a publicity/public-relations plan.
  - ø Making and wearing promotional buttons or pins for the library.
- Establish a group of club members who would like to offer volunteer assistance at the library, such as:
  - ø Assisting library patrons.
  - ø Assisting with library programs, such as children's story hours and craft projects.
  - ø Shelving books or tidying library shelves.
  - ø Creating a bulletin board or other educational displays.
  - ø Decorating for various holidays.
  - ø Repairing and cleaning books.
  - ø Sorting book donations.

- Providing clerical services or helping with newsletters.
- Maintaining outdoor displays and/or beautifying flower beds.
- Assisting at fundraisers and book sales.

- Organize and/or sponsor public service or community enrichment programs at your public library (or a school library if appropriate). Programs could include:
  - Tutoring and/or homework assistance for students.
  - Supporting summer reading events and classes for students.
  - Hosting children's events such as a Book Character Parade or Literary-themed poster contest.
  - Assisting with English as a Second Language (ESL) classes.
  - Presenting creative endeavors such as book readings, film screening, or art displays.
  - Promoting classes in Art or Art History, Creative Writing, Gardening, and other creative pursuits
  - Hosting a murder mystery event.
  - Offering "Library Lunches" that examine and/or problem-solve local issues.
- Celebrate National Library Week and National Library Workers Day in April by saying #ThankYouLibraries on social media with photos and stories about the library. Or, organize a special event for library patrons and staff, such as a book reading by an author.
- Establish a Little Free Library in your community, choosing an area where books are scarce. Find free plans, plus tips on stewardship and other helpful information on the Little Free Library website. Consider partnering with a local scout troop or carpentry class to build the library.
- Organize a mobile book program to serve rural or underserved areas of your community.
- Encourage club and community members to become a member of Friends of the Library (or organize a group if none exists), to serve as a Library Trustee, and to advocate for library funding and other important library concerns. Find more information on these initiatives and others on the I Love Libraries website.
- Establish or support an existing service to deliver books to homebound library patrons.
- Celebrate Library Card Sign Up Month in September with an event such as a Fall for Books Funfest for children with games, face painting, prizes, and a library card sign-up table.
- Organize a display for Banned Book Week, held the last week in September, which highlights the value of free and open access to information. For other event ideas and a list of restricted books, visit the Banned Book Week website.
- Work with the library to establish a teen advisory board to form a teen book review, develop teen services, and recommend additional library resources for teens.
- Sponsor a photography contest for teens that features the library, with winners receiving gift certificates or cash awards. Use the winning photos as screensavers on library computers and display them on club and library social media.
- Work with the library to organize a homework help line or a term paper clinic.
- Collaborate with other groups, such as the local Chamber of Commerce, to develop small business services at the library, such as information centers that include a video conference room, staff training workshops, and other resources.
- Consider supporting a library in another part of the world. Check the websites of The Library Project (rural Asia) and the African Library Project. Or donate books to Books for International Goodwill.

ESO

Epsilon Sigma Omicron is an honorary educational society open to all GFWC members. ESO provides clubwomen with a structured reading program that is both educational and stimulates a desire for self-improvement. ESO materials are available on the GFWC website. Support ESO in your state with these activities.

- Verify the charter of an ESO Chapter in your state by contacting the State President or GFWC Education and Libraries Chairman. If none currently exists, work with your State President and the State Education and Libraries Chairman to establish a State ESO Chapter.
- Refer to the ESO Reading List on the GFWC website and then select one or two books from the reading list to discuss at a meeting and/or highlight through your club newsletter. Any books not listed may be deemed eligible by the State ESO Chapter.
- Establish an ESO reading group for study and discussion.
- Maintain a reading log, which is provided to the State ESO Chairman to achieve ESO levels.
- Participate in the online GFWC ESO reading book club. The online reading book club has selected one book per month from various categories. Search for the Facebook page: GFWC 2020 2022 ESO Book Club.

CONNECT WITH GFWC AFFILATE ORGANIZATIONS

CANINE COMPANIONS

- Assist with outreach to veteran organizations, including presentations, outreach booth staffing, literature, as well as poster and video distribution.
- Arrange for a Canine Companions team to speak at your club meeting to learn more about assistance dogs and Canine Companions.

HEIFER INTERNATIONAL

- Encourage the educational resources that Heifer offers to schools at the elementary and secondary levels (www.heifer.org/what-you-can-do/get-involved/schools/home-school-activities.html).
- Publicize the books and reading resources as well as the virtual field trips for children who are homeschooled (www.heifer.org/what-you-can-do/get-involved/schools/home-school-activities.html).

HOBY

- Coordinate a Community Leadership Workshop (CLeW), HOBY's introductory one-day leadership program for high school Freshmen. It is a free program that focuses on leadership as a discipline to be explored and learned. CLeWs are attended by 50 to 100 students and can take place anytime during the school year (www.hoby.org/programs/community-leadership-workshop).
- Get your school, community, and service club involved with HOBY's mission to inspire and prepare future young leaders for a life dedicated to leadership, service, and innovation (www.hoby.org).

OPERATION SMILE

- Organize a community event to bring awareness to the work of Operation Smile.
- Request a local medical volunteer speaker from Operation Smile Speakers Bureau to share their stories of medical missions and the patients whose lives are changed through our work (www.operationsmile.org/content/community-fundraising-and-service-projects).

PCAA

- Utilize the Chapter network across all 50 states to promote awareness and provide programs and resources that help prevent all types of child abuse and neglect, from bullying to shaken baby syndrome.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- Bring awareness to Childhood Cancer Awareness Month and how St. Jude provides an opportunity to educate communities and supporters about what they can do to help these kids fighting for their lives.
- Mention Childhood Cancer Awareness Month at your club meeting. Visit www.stjude.org/September for current information.

UNF SHOT@LIFE CAMPAIGN

- Contact GFWC members who have attended the Shot@Life Summit and invite them to present what they learned about the importance of global vaccines and the impact The Summit had on their lives.
- Register for one of Shot@Life's training sessions or webinars. Make it a club program!

UNICEF USA

- Partner with local organizations to educate the community about the growth of human trafficking. Use information provided by UNICEF USA to plan a Fair Trade luncheon and show the Robert Bilheimer film, "*Not My Life*" (www.unicefusa.org/mission/protect/trafficking/end).
- "Shop for a Cause" to provide educational materials for children around the world. Prepare educational items for display and donate them to a local school (www.market.unicefusa.org/inspired-gifts).

GFWC RESOURCES

Before Kindergarten www.1000booksbeforekindergarten.org

American Library Association www.ala.org

African Library Project www.africanlibraryproject.com

Banned Books Week www.bannedbooksweek.org

Books Alive www.books-alive.org

Books for International Goodwill www.big-books.org

ESO www.gfwc.org/what-we-do/community-service-programs/epsilon-sigma-omicron

Global Partnership for Education www.globalpartnership.org

I Love Libraries www.ilovelibraries.org

Imagination Library www.imaginationlibrary.com

Learning Disabilities Association of America www.ldaamerica.org

Little Free Library www.littlefreelibrary.org

LitWorld www.litworld.org
For information on Read Aloud Day go to www.litworld.org/worldreadaloudday

National Education Association www.nea.org

PACER Center—Champions for Children with Disabilities www.pacer.org
For information on the National Bullying Prevention Center go to www.pacer.org/bullying

Pajama Program www.pajamaprogram.org

PTA www.pta.org
For information on Safer Internet Day go to www.pta.org/home/events/safter-internet-day

PTO www.pto.org

Reach Out and Read www.reachoutandread.org

Read Across America www.readacrossamerica.org

Reading is Fundamental www.rif.org

Reading Rockets www.readingrockets.org
For information on DEAR go to www.readingrockets.org/calendar/dear

Room to Read www.roomtoread.org

STEM for Her www.stemforher.org

The Library Project www.library-project.org

GFWC LIBRARY REPLENISHMENT FUND

In order to assist GFWC communities affected by man-made and natural disasters, GFWC established the GFWC Library Replenishment Fund. GFWC clubs have a long history of founding, maintaining, and promoting libraries. Grants will be provided to GFWC clubs to help replenish affected libraries in their communities.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Education and Libraries Community Service Program projects and Affiliate Organization projects as follows:

- Certificates to one State Federation in each membership category
- $50 Award to one club in the nation for project creativity
- Certificates to one State Federation in each membership category for ESO
- $50 Award to one club in the nation for project creativity for ESO

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Education and Libraries Community Service Program projects. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Education and Libraries Community Service Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

012-010	Basic Education
012-020	Community Colleges, Vocational/Technical Education Institutions
012-030	Educational Equity
012-050	English, Official U.S.A. Language
012-070	Humanities Education
012-080	Libraries
012-090	Lifelong Learning
012-100	Literacy
012-110	Quality Education
012-120	Digital Media in Education
012-130	Youth Employment

ENVIRONMENT

COMMUNITY SERVICE PROGRAM

"HERE IS YOUR COUNTRY. CHERISH THESE NATURAL WONDERS, CHERISH THE NATURAL RESOURCES, CHERISH THE HISTORY AND ROMANCE AS A SACRED HERITAGE, FOR YOUR CHILDREN AND YOUR CHILDREN'S CHILDREN. DO NOT LET SELFISH MEN OR GREEDY INTERESTS SKIN YOUR COUNTRY OF ITS BEAUTY, ITS RICHES OR ITS ROMANCE."

— THEODORE ROOSEVELT

The environment is everything that makes up our surroundings and affects our ability to live on the earth—the air we breathe, the water that covers most of its surface, all flora and fauna, and the soil, minerals, and fossil fuels that exist within its crust. The environment continually changes through natural ecological processes and as a result of human actions.

Many human actions, such as deforestation, pollution, habitat destruction, the extinction of species, and the rise of atmospheric CO2 from the use of fossil fuels, have placed our world in jeopardy. There is much, however, that can be done to correct or diminish this damage.

The GFWC Environment Community Service Program encourages us to become stewards of the earth by working to preserve the world's resources, protect wildlife and domesticated animals, live sustainably, and beautify our communities and enjoy nature.

Environmental degradation is cumulative and many scientists warn that we are at a tipping point. There is no time like the present to act. It is vitally important that we do everything within our power to care for our world.

Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Environment Community Service Program Chairman or GFWC Programs Department at ***Programs@GFWC.org***.

2020-2022 ENVIRONMENT COMMUNITY SERVICE PROGRAM

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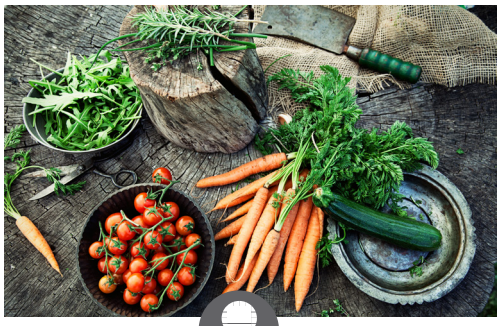
CHALLENGE PROJECT:
REDUCE PLASTIC USE--REFUSE, REUSE, REPURPOSE, RECYCLE

Reduce the use of plastics among club and community members with a campaign to refuse, reuse, repurpose, and recycle. Get started by supporting legislation that reduces plastics in the environment, especially where they can get into the waterways or the ocean. Replace disposable plastic cups, bottles, jugs, bags, and other containers with reusable objects such as drinking bottles and cloth shopping bags. Bypass items in plastic packaging for those sold in paper, cardboard, and other containers made from renewable resources. Repurpose pill bottles and other unavoidable plastics. Get creative and make usable objects from plastic bags, such as crocheted totes and sleeping mats. Finally, be especially diligent in recycling or upcycling, ensuring every possible item is put to new use.



GROWING A "SMARTER LUNCH"

The Quitman Woman's Club (MS) teamed up with the Quitman Lower Elementary School on its "Smarter Lunch Project" and worked with children to plant fall mustard, turnip, and collard greens, plus tomatoes, broccoli, cauliflower, blueberry bushes, and apple and peach trees in raised garden beds on campus. Club members donated trees and plants for the garden and helped setup the beds for planting. Students watered and cared for plants and harvested the vegetables.

KIDS FISHING DAY

The F. J. Scott Study Club (TX) partnered with the Texas Parks and Wildlife Department and AgriLife Extension in an annual countywide Kids Fishing Day. More than 300 children and their families enjoyed the great outdoors and participated in educational activities including water safety. Children were taught how to catch and release a fish, with prizes awarded to those who caught a tagged fish. GFWC volunteers in action served hot dogs to the hungry fishermen.

NATURE-BASED LEARNING

The GFWC Philaco Woman's Club of Apalachicola, Inc. (FL) sponsored a program to bring a nature-based science curriculum to four first grade classes in their county school system. The Franklin County School Explorers program was developed with the School District Director of Special Programs and teachers. Classroom kits were created to study birds, insects, plants, and shells, and included lesson plans, books, and equipment for hands-on investigation. Discoveries and observations were recorded in science journals.

CLEANING THE QUAY FOR EARTH DAY

The GFWC Fuquay-Varina Junior Woman's Club (NC) began an annual tradition of celebrating Earth Day with local citizens. The club created an event called "Clean the Quay" and publicized it through their website, social media, and word of mouth. Wearing gloves, vests, and bright pink FVJWC shirts, club members walked over two miles of road frontage collecting trash and recycling items. Over 12 bags of waste were collected from their watershed and creek system.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Environment Community Service Program. Find further information about organizations named here under Resources.

PRESERVE RESOURCES

- Join the Arbor Day Foundation and receive ten free trees to plant or donate ten trees to be planted in a threatened rain forest or one of our National Forests. Visit the Foundation's website for information on its many programs, including Celebrate Arbor Day (last Friday of April), Tree City USA, Rain Forest Rescue.
- Donate to the Plant a Billion Trees campaign of the Nature Conservancy, which aims to reach the goal of major reforestation around the globe by 2025. Visit the website to access this and various other program resources, including nearby volunteer and event opportunities, information on urgent conservation issues, and a carbon footprint calculator.
- Save trees by initiating a "Go Paperless" campaign, encouraging club and community members to opt out of junk mail lists, sign up for e-statements, pay bills online, digitize documents, reconsider printed newspapers, and purge and recycle.
- Coordinate with local leaders to celebrate Earth Day (April 22) with a project designed from one of the many Earth Day Science and Education toolkits, such as the Plastic Pollution Primer and Action Toolkit or the Protect Our Species Toolkit.
- Strategize ways to reduce energy consumption and create a program to track the success of members as they put ideas into practice.
- Educate members on the dangers of poor air quality, which is the number one cause of premature death around the world. Encourage club and community members to improve air quality by planting trees, driving electric or hybrid cars, and supporting legislation that limits tailpipe and industrial emissions.
- Learn about the dangers associated with fracking, such as air and water pollution, and human health issues. Consider a program on the pros and cons of this issue or another questionable environmental practice. Consider all viewpoints and then take a blind poll (pro, con, or unsure) to hear what members think.
- Promote water conservation indoors and outdoors by sharing ways to be mindful of personal water-use practices, such as installing low-flow showerheads, using water-efficient dishwashers and washing machines, adopting xeriscape principles, adding mulch on planting beds, and planting drought-resistant grasses, flowers, shrubs, and trees.
- Support wetland conservation and learn how wetlands are a deterrent to both flooding and drought, and how they filter and purify water that enters streams, rivers, and larger bodies of water.
- Hold a beach sweep on September 20 for International Coastal Cleanup Day or participate in one of the many Ocean Conservancy programs, such as Trash Free Seas or Clean Swell.
- Challenge members to learn about ocean acidification from the National Oceanic and Atmospheric Administration and the effects it is having on marine life, people, and local, regional, and national economies. Promote ways to fight climate change in your community.
- Look for ways to minimize the harmful effects of stormwater runoff in your community and advocate for change, such as the establishment of bioswales, vegetated canals, or rain gardens.
- Organize a household hazardous waste collection with your local services, to ensure these dangerous materials are disposed of properly.
- Support legislation that protects our National Parks and other protected areas.
- Schedule outings to remove invasive plants from community parks and other public areas to preserve native species of plants and animals.

PROTECT WILDLIFE AND DOMESTICATED ANIMALS

- Share information with club and community members from the National Wildlife Federation about the impact of wildlife gardens, encourage the formation of personal and public wildlife gardens, and spread the news about signing up for the free electronic NWF newsletter. Consider sponsoring a subscription to National Wildlife or one of the many children's publications, such as Ranger Rick, for a shelter or family center.
- Educate club and community members about the importance of pollinators and how to create healthy habitats where they can thrive.

- Establish a butterfly garden in the community and offer on-site programs that identify butterflies and provide information about the lifecycle of these beautiful and useful insects.
- Offer a workshop on building birdhouses and provide information on bird species, their characteristics and behaviors, and their varying habitat requirements.
- Invite a speaker from the Audubon Society to give a program on birds and birding. Or, use Audubon Society resources to learn about backyard birding, identifying birds, creating bird-friendly communities, and conservation policies.
- Provide a program for club and community members that highlights the best native plants for food and cover. Organize a planting of native flowers, shrubs, and trees on public and private lands that will nourish and sustain wildlife.
- Invite a speaker from the Department of Natural Resources to provide information about nearby Heritage Preserves and/or Wildlife Management Areas, or consider a program on hunting regulations and concerns, such as the dangers of lead shot.
- Engage with the World Wildlife Fund to learn about the world's most endangered wildlife species and programs that help their cause, such as Sign on to Stop Wildlife Crime and Adopt a Tiger.
- Advocate for and support regulations that limit light pollution, which is dangerous to nocturnal wildlife and disruptive to ecosystems.
- Build recycling bins for monofilament fishing line, which is hazardous to marine life, scuba divers, and watercraft. Install and maintain the bins in high traffic fishing areas such as boat ramps and marinas. Reel In & Recycle, a program sponsored by BoatUS, provides a how-to video and offers a source for recycling monofilament.
- Learn about ocean wildlife in peril, such as sea turtles and manatees, and organize volunteer or fundraising opportunities to help protect these species.
- Donate funds or needed items to local wildlife shelters that rehabilitate and care for injured animals. Or, hold a drive to collect needed items. Share information with club and community members on what to do if they find an injured or sick wild animal and which agency or organization to call for help.
- Establish a club relationship with a local shelter for domestic animals. Club members can volunteer at the shelter, help with fundraising events and activities, spread the word about animals that are offered for adoption, and collect needed supplies.
- Inform club and community members about the signs of animal abuse and the proper channels for reporting cases of misuse and/or cruelty.

LIVE SUSTAINABLY

- Chart a path towards zero waste in your community by using tools suggested by the U.S. Environmental Protection Agency.
- Find a solution for hard-to-recycle waste streams, such as fluorescent bulbs, at Terracycle, which supplies many free recycling programs, plus a variety of resources and ideas for do-it-yourself upcycling.
- Commemorate America Recycles Day (November 15), a program of Keep America Beautiful, by organizing a special event. Visit the website for toolkits, event activities, promotion ideas, and more.
- Participate in Nike's Reuse-A-Shoe Program, which accepts worn out sneakers and makes Nike Grind, a material used in sports surfaces and playgrounds.
- Donate gently-used shoes to Soles4Souls for distribution to individuals in need.
- Coordinate a children's poster contest on recycling.
- Collect materials from club and community members and hold a sewing party that produces cloth shopping bags that can be distributed with club information at a community event.
- Hold a community workshop on sustainable gardening, offering information on how to build and conserve the soil with cover crops and other methods, make a rain barrel and/or a compost bin, and garden organically.
- Create a community garden that promotes self-sufficiency and teaches principles of good gardening.
- Advocate for locally grown food and farmers' markets to serve the community.
- Learn and share information about the issues of GMO seeds (GMO=genetically modified organism) and the dwindling biodiversity in our food system.
- Explore renewable energy sources that can be utilized in your community, such as solar and wind power, and see how your club can support their use.
- Encourage club and community members to take one day a week, or one day a month, to reduce energy consumption by adjusting thermostats and shutting off lights, televisions, computers, optional appliances, and other electronics.

- Start a campaign to say "no" to disposable items and purpose reusable alternatives. Consider the life expectancy of every item purchased and resell or donate what is no longer needed.
- Hold a club yard sale to repurpose gently-used items and donate the proceeds to various charities.

BEAUTIFY COMMUNITIES AND ENJOY NATURE

- Ensure clean drinking water while hiking or during emergencies by visiting the American Hiking Society's website to research water filters and other purifying products, and/or donate safe water to communities around the world through Water.org or other charitable organizations.
- Adopt-A-Highway through your state Department of Transportation to keep a stretch of roadside clean and build community pride.
- Plan a clean-up day in the community by coordinating groups of volunteers to clean eyesore areas and properly discard the waste.
- Organize a trash pick-up after a sporting event or community fair or festival.
- Work with pre-school classes, or other groups of young children, to teach them to enjoy and understand nature through simple projects such as creating a bird treat, collecting colorful leaves, or going on a nature walk to spot birds, squirrels, turtles, frogs, butterflies, and bugs.
- Collect or purchase children's books about nature and donate them to schools, libraries, shelters, and family centers. Or, host a story time at the local library, featuring a book about nature and then allow each child to choose a nature book to have for his or her own.
- Sponsor a "Yard of the Month" or other monthly beautification contest that recognizes community enhancement. Rotate judges to involve various groups: Girl Scouts, 4-H members, and assisted living residents.
- Organize a local garden tour and donate the proceeds to a community garden or conservation project. Consider providing an earth-friendly gardening or wildlife tip at each location.
- Invite a Master Gardener or another local expert to give a program on ornamental plants that grow best in your climate or on another topic of interest to members.
- Host a tree identification workshop for the community, providing information about various tree species and how they contribute (or not) to the local ecosystem.
- Plan an outing for club members to visit a botanical garden or important conservation site.
- Establish a hiking or biking trail in the community, encouraging people to learn more about nature and enjoy the outdoors. Or, help maintain or provide maintenance funding for an existing trail.
- Plan a series of 5-minute features on U.S. National Parks, providing one highlight at each club meeting throughout the year. Encourage members to join the National Parks Conservation Association and to stay at National Parks when they travel.

CONNECT WITH GFWC AFFILATE ORGANIZATIONS

HEIFER INTERNATIONAL

- Heifer promotes agroecology, working with famers to integrate climate-smart agricultural practices to increase resilience and crop production (www.heifer.org/gift-catalog/caring-for-the-earth/index.html).
- At your next meeting or community event, set up a table to promote the goal of donating a bee-hive. Wear bee antennae headbands to draw attention to the project. For any donation, offer a packet of wildflower seeds to promote local bee activity. Have information about Heifer and your own club available.

UNICEF

- Is your community a child friendly city? UNICEF USA Child Friendly City Initiative brings a flexible, dynamic, child-rights focused framework, communities are improved as neighborhoods become safer, schools and health systems function better, and infrastructure is strengthened for all citizens (www.unicefusa.org/mission/usa/childfriendlycities).
- Present information and videos from UNICEF USA initiative about the need for accessible clean water and the significant difference it makes in the lives of women and children (www.unicefusa.org/mission/survival/water).

GFWC RESOURCES

Audubon Society www.audubon.org
For information on birding go to www.audubon.org/birding

American Hiking Society www.americanhiking.org
For information on water purifications go to www.americanhiking.org/resources/water-purification

America Recycles Day www.americarecyclesday.org

Arbor Day Foundation www.arborday.org

BoatUS Foundation www.boatus.org
For information on Reel In & Recycle go to www.boatus.org/monofilament

Department of Natural Resources: Google your state's name + DNR

Earth Day www.earthday.org
For information on Earth Day Science and Education Toolkits go to www.earthday.org/our-toolkits

National Parks Conservation Association www.npca.org

National Oceanic and Atmospheric Administration www.noaa.gov
For information on ocean acidification go to www.oceanacidification.noaa.gov

National Wildlife Federation www.nwf.org
For the free NWF newsletter go to www.support.nwf.org/page/17932/subscribe/2

Nature Conservancy www.nature.org/en-us
For information on Plant a Billion Trees go to www.nature.org/en-us/get-involved/how-to-help/plant-a-billion

Nike Reuse-A-Shoe www.nike.com/help/a/recycle-shoes

Ocean Conservancy www.oceanconservancy.org
For information on Trash Free Seas go to www.oceanconservancy.org/trash-free-seas

Soles4Souls ww.soles4souls.org

Terracycle www.terracycle.com/en-US

U.S. Environmental Protection Agency www.epa.gov
For information on zero waste go to www.epa.gov/transforming-waste-tool

Water.org www.water.org

World Wildlife Fund www.worldwildlife.org

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Environment Community Service Program projects and partnership projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Environment Community Service Program projects. Clubs do not submit entries directly to GFWC.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Environment Community Service Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

011-010 Chemicals in the Environment
011-040 Endangered Species
011-060 Forest Resources
011-070 Fuel Conservation
011-090 Global Warming
011-100 Hazardous Wastes Disposal Sites
011-110 Household Hazardous Waste (HHW)
011-120 Local Parks and Recreation Areas
011-130 Nuclear Waste Disposal
011-140 Ozone Depletion
011-160 Renewable Energy
011-170 Soil Conservation
011-190 Waste Management and Recycling
011-200 Water Quality and Supply
011-220 Wilderness Areas
011-230 Wildlife Conservation
011-240 Protection of Oceans

HEALTH AND WELLNESS
COMMUNITY SERVICE PROGRAM

"YOUR BODY IS YOUR MOST PRICELESS POSSESSION. TAKE CARE OF IT ." — JACK LALANNE

What is health and wellness? The World Health Organization defines health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Wellness has been described as an active process of becoming aware of and making choices toward a healthy and fulfilling life. Wellness is more than being free from illness, it is a dynamic process of change and growth.

The human body, mind, and spirit comprise our health and wellness. To improve our wellbeing, we must address three key components: nutrition, disease prevention, and physical and emotional care. This Community Service Program aims to explore the various opportunities for awareness and advancement of each of these vital areas:

- Nutritious food is the first building block of good health. Wise food choices support a healthy body weight, meet nutrient needs, and lessen the risk for chronic disease.
- Continued wellbeing depends on disease prevention, including immunizations and efforts that reduce the development and severity of chronic illnesses such as heart disease, cancer, and diabetes, which are the leading causes of death and disability in the United States.
- Physical and emotional care encourages actions to keep the body and mind healthy throughout life, plus ways to support family, friends, and community members in their efforts.

Direct any questions regarding projects that do not involve GFWC Affiliate Organizations to the Health and Wellness Community Service Program Chairman or GFWC Programs Department at ***Programs@GFWC.org***.

PROJECT IDEAS

Be inspired by this list of ideas of how GFWC clubs can support the Health and Wellness Community Service Program. Find further information about organizations named here under Resources.

2020-2022
HEALTH AND WELLNESS COMMUNITY SERVICE PROGRAM

Beth Smith, Chairman
665 River Bend Road
Greenville, TN 37743
sixpetstoomany@netscape.net

John T. Broderick, Jr., Honorary Chairman

CHALLENGE PROJECT:
"PHYSICAL FUNDING" FOR MENTAL HEALTH PROGRAMS

According to the Mayo Clinic, "Exercise helps prevent and improve a number of health problems, including high blood pressure, diabetes and arthritis. Research on depression, anxiety and exercise shows that the psychological and physical benefits of exercise can also help improve mood and reduce anxiety."

With these facts in mind, plan a fundraising walk, run, bike, swim event, or a dance-a-thon, with benefits funding the mental health program of your club's choice. By *actively* participating, members will improve their own health while helping others.

BEST FOOT FORWARD

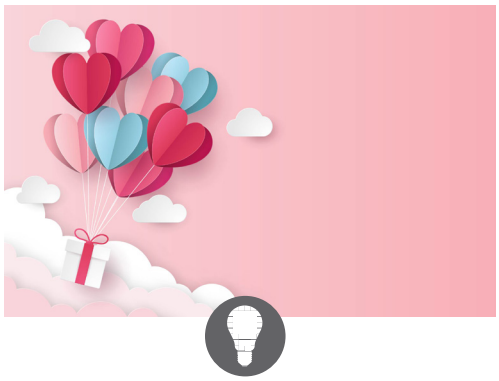
The GFWC Woman's Club of Madisonville (KY) joined community partners to develop an informational brochure illustrating three walking tours of the downtown area. They met regularly with healthcare, education, public library, and historical representatives during the development. After a Ribbon Cutting Ceremony, brochures were placed in the surrounding businesses so visitors and the community could use them, thus helping to promote a healthy lifestyle.

KISS CANCER GOODBYE

GFWC Cosmopolitan Club of Petal (MS) supported the American Cancer Society through its Relay for Life community team. "Kiss Cancer Goodbye Bunko" and "Cup Cake Challenge" events raised funds for the team. Members provided silent auction items and centerpieces and prepared 200 units of Chicken-on-a-Stick that members raffled and sold while wearing Wonder Woman tee shirts. The club won second place for cancer facts displayed at the tent site.

COMFORT PILLOWS

GFWC Salem Woman's Service Club (OR) purchased supplies and secured donations from the community to make small Comfort Pillows for cancer patients. Members meet four times during the year to sew 384 Comfort Pillows that were donated to the Salem Hospital. The pillows were distributed to patients undergoing surgeries usually related to breast cancer. A note of encouragement with the club's contact information was included with each pillow.



VALENTINE'S DAY DANCE FOR HANDICAPPED CHILDREN

The GFWC Women's Club of Safford (AZ) held a dance on Valentine's Day for 120 physically and mentally handicapped children along with 33 chaperones. The goal was to enable the children to experience a school dance first-hand. Keepsake photos were taken for the children to remember the night, and they were also given a party favor of an emoji pillow or stuffed animal. The dance was a huge hit!

NUTRITION

- Share information with club and community members about making wise food choices. Two sources of trusted information include Health.gov, which is coordinated by the Office of Disease Prevention and Health Promotion, and Nutrition.gov, a resource of the U.S. Department of Agriculture.
- Host a community workshop and/or taste testing that provides healthy recipes and handouts on nutrition, such as those offered on Nutrition.gov or Medline Plus, a program of the U.S. National Library of Medicine.
- Celebrate National Nutrition Month in March with a heathy potluck dinner at your club's monthly meeting. Or, organize a community event, such as a "Recipe Makeover Contest," which transforms a favorite dish by cutting calories and increasing its nutritional value.
- Invite a local nutritionist to provide a club program on eating healthy.
- Hold a "Healthy Food Drive," requesting donors to contribute nutritious foods from Feeding America's Healthy Food Donation List. When choosing items, look for labels that note: low sodium, no added salt, no added sugar, unsweetened, or 100% fruit juice. Possible recipients include community food banks, pantries, and soup kitchens, or programs coordinated by schools, shelters, and children's organizations.
- Donate healthy food items and/or funds to a college campus food bank, such as one affiliated with the College & University Food Bank Alliance. Monetary donations to food banks are an excellent way to take advantage of their large-scale negotiating and wholesale buying power.
- Collect healthy foods at an established club or community event.
- Volunteer with Meals on Wheels to provide nutritional support to seniors.
- Provide healthy snacks for first responders, such as local police and firefighters, or to an after-school program.
- Establish a school garden, or expand an existing school garden, to emphasize nutrition with strategies established by Growing Minds, a program of the Appalachian Sustainable Agriculture Project.
- Engage club and community members in a Plant a Row for the Hungry Campaign, a program sponsored by Garden Communicators International, to provide fresh and nutritious produce for local soup kitchens and food pantries.
- Ensure a year-round supply of fresh produce in the community by establishing or supporting a local farmers market. Promote the market on social media and coordinate special events, such as a seasonal taste testing or children's poster contest.

DISEASE PREVENTION

- Support and/or sponsor immunization programs at home and abroad. These programs remain one of the most successful and cost-effective public health interventions, improving health and providing the best chance for a meaningful life.
- Utilize promotional toolkits from Vaccines.gov and the U.S. Department of Health & Human Services to provide information about vaccines during National Immunization Awareness Month in August. Toolkits include graphics, videos, promotional newsletter and email content, and pre-written social media posts.
- Share information with club and community members on various topics from the Centers for Disease Control and Prevention (CDC), such as disease and conditions, healthy living, traveler's health, emergency preparedness, and more. Learn key facts and prevention strategies for the "Disease of the Week," and take a quiz to test your knowledge of common and serious diseases for people of all ages. Clubs can also use the site for program ideas and as a resource for specific health information.
- Learn and share information on how oral health impacts the body's overall health by visiting Mouth Healthy, sponsored by the American Dental Association. Help children learn the importance of dental care with the website's coloring and activity sheets or by providing oral health tools such as toothbrushes and floss to schools and early learning centers.
- Share information about the early signs and symptoms of diabetes in children and adults.
- Celebrate American Heart Month in February by planning programs on women's heart health and posting support for National Wear Red Day® (on the first Friday), with information from the National Heart, Lung, and Blood Institute.
- Promote local breast and cervical cancer screenings and diagnostic services for low-income, uninsured, and underinsured women. Find a screening program in your state on the CDC website.

- Provide care items for cancer patients, such warm blankets and socks, moisturizers and lip balm, water and hard candy, and diversions such as books, magazines, crossword puzzles, and more.
- Utilize free publications from the U.S. Food and Drug Administration's (FDA's) Office of Women's Health to share information on important health topics.
- Post and/or share information on the safe disposal of unwanted medications and the location of local medication disposal drop boxes.
- Learn about and share information on social media about the many National Health Observances such as Save Your Vision Month (March), and Childhood Cancer Awareness Month (September). To find a comprehensive list, visit Health.gov.

PHYSICAL AND EMOTIONAL CARE

- Adopt a classroom and donate physical exercise "take a break" items such as jump ropes, activity dice, hula hoops, Koosh balls, and other recreation equipment.
- Start an exercise and/or walking group in your club and use an app such as Charity Miles to track your team's progress while also donating to a charitable cause.
- Partner with a local assisted living home to provide senior exercise equipment such as leg pedaling machines, resistance bands, and yoga mats, or to support their exercise program in other ways.
- Sign up to receive the monthly newsletter from the National Institutes of Health, News in Health, to share new research with club and community members through club newsletters, social media, and other means.
- Promote physical activity in the community with a Move Your Way Campaign using materials and information from Health.gov.
- Hit the mat with a workshop for club and community members on yoga and meditation, an alternative form of exercise to stay fit, healthy, and happy. Yoga improves balance, flexibility, endurance, and strength, while meditation releases stress and focuses the mind. Practiced together, they enhance the mind/body connection and provide confidence and a sense of wellbeing.
- Support Special Olympics and other athletic contests, therapeutic sports, and/or social programs and opportunities for the challenged and disabled.
- Learn about and share information from the Choose Love Movement, a nonprofit organization founded after the mass shooting at Sandy Hook Elementary School, which teaches life skills and fosters a school culture that reduces violence. Now used across the U.S, the Choose Love Enrichment Program offers lessons in courage, gratitude, forgiveness, and compassion to boost confidence, promote positive decision-making, and to create and enhance communication, connection, and relationships.
- Offer resources and/or promote programs that prevent bullying so children and youth are safeguarded and supported at school, in the community, and online. Set up an anti-bullying booth at a parenting fair, health fair, or other community event and distribute brochures, articles, and posters to attendees.
- Join the Campaign to Change Direction by pledging to learn the five signs that could mean that someone is in emotional pain and might need help: personality change, agitation, withdrawal, poor self-care, and hopelessness. Educate others with free posters and public service announcements from Change Direction, which works to change the culture surrounding mental illness. Help spread awareness by posting photos of club members on social media, hand up to pledge and stand with #ChangeMentalHealth.
- Inform club and community members about the many issues surrounding substance abuse with information from the Substance Abuse and Mental Health Services Administration, which is a part of the U.S. Department of Health and Human Services. From opioids and meth to alcohol abuse, addiction changes the brain and alters decision making. The site offers brochures, information sheets, research reports, news about assistance programs, treatment locator services, and more.
- Work with the National Alliance on Mental Illness (NAMI), by educating, advocating, and/or donating during Mental Health Awareness month in May, or anytime of the year. Consider sponsoring a NAMI volunteer to bring an education class to your community, such as NAMI Basics for parents and caregivers of youth with mental health symptoms.
- Learn and share the risk factors and signs and symptoms of someone in danger of suicide, as outlined by the National Institute of Mental Health. Consider holding a club or community program on the five action steps to help someone in emotional pain and/or distribute the number for the National Suicide Prevention Lifeline (1-800-273-TALK).

CONNECT WITH GFWC AFFILIATE ORGANIZATIONS

CANINE COMPANIONS

- Work on the Veteran's Initiative (www.cci.org/assistance-dogs/Our-Dogs/veterans-initiative.html).
- Support the "Give A Dog A Job" program.
- Order Give a Dog a Job Community Supporter Toolkit featuring turnkey marketing and PR materials plus a step-by-step guide for your in-store and online fundraiser (https://secure.cci.org/site/SPageNavigator/2019_Give_a_Dog_a_Job.html?s_src=MEDID19SPD).

HEIFER INTERNATIONAL

- To address global hunger, create a Heifer International "farm." At each monthly meeting, chose a farm animal and decorate featuring the animal (chicken, rabbits, etc.).
- Initiate "Operation Santa's Cookies and Milk" to raise funds to help Heifer International's Milk Project and provide a carton of nutritious milk to children.

MARCH OF DIMES

- Many moms arrive at the hospital to deliver a premature baby without any personal items. Create Neonatal Intensive Care Unit (NICU) Mom Care Packages. March of Dimes provides a toolkit for what moms need at the hospital (www.marchofdimes.org/materials/Advocacy-Toolkit-Q3-2019-v2.pdf).

OPERATION SMILE

- Donate quilts, blankets, and afghans to comfort a child in a hospital after surgery.
- The Child Life Station is where children can relax and play before surgery. Donate new and gently-used stuffed animals, art supplies, liquid bubbles, and other toys to help with screening and pre-surgical/post-surgical play therapy (www.operationsmile.org/content/community-fundraising-and-service-projects).

PCAA

- Promote **Healthy Families America** voluntary in-home family support program that helps families build a strong foundation for nurturing, lifelong relationships between caregiver and child.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

- To share information at club meetings or to learn more, please visit www.stjude.org/aboutus or www.stjude.org/waystogive or www.stjude.org/getinvolved. You may also visit www.stjude.org/volathome to find great activity ideas for your club to connect to the St. Jude mission.
- Rally friends, family, and community members and register for St. Jude Walk/Run to End Childhood Cancer. Visit www.stjude.org/walkrun to find an event near you.

UNF SHOT@LIFE CAMPAIGN

- Support Shot@Life with a "Pop a Shot" fundraiser, with shooting baskets for prizes.
- Support Walgreens "Get a Shot, Give a Shot" for flu vaccinations. Gather after for a fun lunch to celebrate how many vaccines you have provided (https://shotatlife.org/partner/walgreens).

UNICEF USA

- Hold a Halloween-themed cornhole tournament for UNICEF for a "hole" lotta fun.
- Share UNICEF USA Kid Power with Juniorettes as a project. Participate as a group and/or engage their local schools and organizations such as Girl Scouts. Kids wear activity bands that measure their steps and physical movement for points to unlock funding from UNICEF partners to provide ready-to-use-therapeutic food (RUTF) to severely malnourished children around the globe (www.unicefkidpower.org/?_ga=2.26213757.1930969479.1592003084-1296862387.1592003084).

GFWC RESOURCES

Campaign to Change Direction www.changedirection.org

Centers for Disease Control and Prevention www.cdc.gov
For information on Diseases and Conditions go to www.cdc.gov/DiseasesConditions
For cancer screening programs go to www.cdc.gov/cancer/nbccedp/screenings.htm

Charity Miles www.charitymiles.org

Choose Love Movement www.jesselewischooselove.org

College & University Food Bank Alliance www.cufba.org

Feeding America www.feedingamerica.org
For information on healthy donations go to www.hungerandhealth.feedingamerica.org/wp-content/uploads/legacy/mp/files/tool_and_resources/files/healthy-food-donation-list.pdf

Growing Minds www.growing-minds.org
For information on school gardens go to www.growing-minds.org/school-gardens

Health.gov, Office of Disease Prevention and Health Promotion (www.health.gov)
For information on nutrition go to www.health.gov/our-work/food-nutrition
For information on National Health Observances go to www.health.gov/news/category/national-health-observances
For information on the Move Your Way Campaign go to www.health.gov/moveyourway

Mouth Healthy, American Dental Association www.mouthhealthy.org
For children's coloring and activity sheets go to www.mouthhealthy.org/en/resources/activity-sheets

Meals on Wheels www.mealsonwheelsamerica.org

Medline Plus, U.S. National Library of Medicine www.medlineplus.gov
For information on recipes go to www.medlineplus.gov/recipes

National Alliance on Mental Illness (NAMI) www.nami.org
For News in Health www.newsinhealth.nih.gov

National Institute of Mental Health www.nimh.nih.gov

Nutrition.gov, U.S. Department of Agriculture www.nutrition.gov
For information on recipes go to www.nutrition.gov/topics/shopping-cooking-and-food-safety/recipes

Plant a Row for the Hungry Campaign www.gardencomm.org/StartPARCampaign

Special Olympics www.specialolympics.org

Substance Abuse and Mental Health Services, U.S. Department of Health and Human Services www.samhsa.gov

U.S. Food and Drug Administration's Office of Women's Health
For free publications on women's health go to www.orders.gpo.gov/fda-womens-health.aspx

Vaccines.gov, U.S. Department of Health and Human Services www.vaccines.gov
For toolkits on vaccines go to www.vaccines.gov/resources/videos_and_tools/toolkits

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Health and Wellness Community Service Program projects and partnership projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Health and Wellness Community Service Program projects. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

RESOLUTIONS

Resolutions adopted by GFWC are the foundation of our organization. They guide our call to action and are the basis of all programming and advocacy. Current 2020 Resolutions for the Health and Wellness Community Service Program are listed here by number and title. Refer to the complete text in the Resolutions July 2020 booklet, filed under "R" in the digital library of the Member Portal.

013-020	Agricultural Policy – Family Farms
013-030	Breast Cancer
013-040	Cardiopulmonary Resuscitation Training (CPR) and Automated External Defibrillators (AED)
013-060	Child Support Enforcement Program
013-070	Civil Rights in the Workplace
013-090	Consumer Product Information
013-100	Diabetes
013-110	Economic Equity
013-120	Family Caregivers
013-130	Food, Drug, Cosmetics and Medical Products Registration
013-140	Food Safety
013-150	Freedom of Access to Health Clinics
013-160	Freedom of Enterprise
013-170	Gynecological Cancer
013-190	Homelessness
013-200	Humane Slaughter Act Enforcement
013-210	Immunization for Prevention of Childhood Diseases
013-220	Exploitation of Women in Media
013-240	Retirement Savings
013-250	Influence of the Home and Family
013-260	Tolerance
013-270	Long-Term Care
013-280	Mass Media
013-300	Mental Health Parity
013-310	Migrant Worker Families and Transient Youth
013-330	Nursing Shortage Crisis
013-340	Nutrition
013-350	Organ and Tissue Transplants
013-360	Persons with Disabilities
013-400	Prevention, Detection, Control and Cure of Diseases and Illnesses
013-410	Product and Services Liability Reform
013-420	Child Care
013-430	Quality Long Term Care

013-450	Retired Persons
013-490	Specially Trained Dogs and Other Animals For People with Disabilities
013-500	Stem Cell Research
013-510	Substance Abuse and Rehabilitation
013-540	Tobacco and Young People
013-550	Tuberculosis Prevention
013-560	HIV/AIDS
013-590	Autism Spectrum Disorder
013-600	Cancer
013-610	Heart Disease in Women
013-620	Obesity Prevention
013-630	Religious Freedom
013-640	Sexual and Reproductive Health Care
013-650	Health Care and Research
013-660	Reducing Obesity in Youth
013-670	Child Survival in Developing Countries
013-680	Population Growth
013-690	World Hunger

HONORARY CHAIRMEN

EDUCATION AND LIBRARIES
Jane Jenkins Herlong

Jane Jenkins Herlong is a Sirius XM Humorist, international best-selling/ award-winning author, professional singer, recording artist, and award-winning professional speaker.

A recent inductee into the prestigious Speaker Hall of Fame, Jane is one of the 232 men and women to be awarded this honor including former U.S. President Ronald Reagan and General Colin L. Powell. Jane has also achieved the distinction of Certified Speaker Professional by the National Speakers Association.

Jane's newest international book, "Rhinestones on My Flip-Flops: Choosing Extravagant Joy in the Midst of Everyday Mess-ups," is published by the Hachette Book Group and is an Amazon Best-Seller. Her third book, "Bury Me with My Pearls" is also an Amazon Best-Seller and was awarded the Gold Medal in the Illumination Book Awards and Christian Small Publisher Book of the Year.

Jane's award-winning singing and humor is featured on Sirius XM Radio and Pandora Internet Radio. She criss-crosses the country sharing her "down-home principles delivered with uptown humor." Jane has spoken in New Zealand and Germany and is fluent in four languages: English and Southern, Northern, and Lowcountry Gullah (gul-la).

Jane's keen sense of humor evolved from being labeled dyslexic and constantly told, "You can't do that!" Jane changed the word NO to NEXT and the rest is what dreams are made of. Audiences learn the healing power of humor when handling negative people and circumstances for more productive, positive living. Jane's life stories and humor leave audiences with the same message she lives, "prove people wrong and laugh while living your dreams."

HEALTH AND WELLNESS
John T. Broderick, Jr.

John T. Broderick, Jr., is the Senior Director of External Affairs for Dartmouth-Hitchcock Health. He has a distinguished legal history that includes serving as Chief Justice of the New Hampshire Supreme Court. Today, John is driven by a passion to end the social stigma of mental illness and to encourage help for those who need it.

In 2002, John was seriously injured in an assault by his elder son. In prison, John's son was diagnosed with severe depression, anxiety, and panic. Over the years, John and his wife had seen signs of withdrawal and dysfunction but did not recognize them as mental illness. The family began healing with the treatment that followed diagnosis.

John decided to share his family's story in 2016 as the chairman of Change Direction NH. Later, he created his own program initiative, now sponsored by Dartmouth-Hitchcock Health. The REACT Campaign is designed to educate people on the signs of mental illness and how they can help themselves or someone else.

In addition to public presentations, John has spoken to more than 100,000 students in New Hampshire and Vermont high schools, sharing his story, listening to students who are ready to share their own story, and changing the conversation on mental health.

LEADERSHIP
Kristin Martinez

Kristin Martinez is Core Leader Development & Performance Leader Senior Manager at the Talent Development Center of Excellence at Deloitte. She is serving as GFWC Leadership Honorary Chairman and will assist with the creation of new GFWC leadership materials and provide training to the GFWC Board of Directors. All GFWC clubwomen will benefit from Kristin's expertise as a guest columnist in the GFWC Leadership newsletter on such topics as empowered wellbeing, confidence and competence, influence rather than negotiation, radical self-awareness, and leadership agility.

Kristin is a leader development expert with more than 20 years of experience improving human performance in both the private and public sectors. Throughout her career, she has created high-impact leader development, inclusion, talent development, culture, change agility, and organizational development programs. Kristin earned her Master's Degree in Human Degree in Resource Development with a certification in Instructional Design Methodologies from Marymount University and her Bachelors in Arts from the University of Alabama.

SIGNATURE PROGRAM
Jenny McGee

Jenny McGee is the Founder and Director of Starfish Project, a social enterprise that cares for women escaping human trafficking and exploitation and helps them start over in life. Jenny began her work by visiting brothels every week and building relationships with the women and girls who worked there. She found that many of them had either been tricked into working as prostitutes or they came from incredibly desperate circumstances. Most had very little education and many could not read and write.

Jenny began Starfish Project to provide alternative employment and educational opportunities for these women and girls. Starfish Project began with five women working around a kitchen table and has grown to employ more than 150 women. Today, Starfish Project has two women and children's shelters and reaches thousands of women every year through their outreach programs. All of their profits are reinvested into their social mission to restore hope to exploited women and girls.

AFFILIATE ORGANIZATIONS INFORMATION

PLATINUM

UNITED NATIONS FOUNDATION, SHOT@LIFE CAMPAIGN

Contact: Rebecca Maxie, Manager of National Grassroots Strategy
1750 Pennsylvania Avenue NW, Suite 300, Washington, DC 20006
E: rmaxie@unfoundation.org
P: 202-854-2364
C: 202-340-5867

Invest in a healthier world.
Immunize a child.

Every 20 seconds, a child dies from a vaccine-preventable disease, but you can help us change the course of history! Shot@Life's long-term partnership with GFWC aims to expand access to life-saving vaccines for children in developing countries and stop unnecessary childhood deaths. We accomplish this mainly through education, fundraising, and advocacy training to build relationships with members of Congress.

The Shot@Life Awards Program focuses on providing as many vaccines and immunization services as possible to children in developing countries. Vaccines for diseases such as polio cost as little as $1.00 per dose, making it an extremely cost-effective way to make an impact on the life of a child. Efforts to raise awareness and funds for Shot@Life will be tracked, and the top clubs and states will be recognized annually at the GFWC International Convention. The Shot@Life Awards Program levels are:

- Bronze: Raise $365 to help provide essential vaccines to 1 child a day
- Silver: Raise $750 to help provide essential vaccines to 2 children a day
- Gold: Raise $2,000 to provide up to 2,000 lifesaving vaccines to children in need
- Platinum: $5,000 to provide up to 5,000 lifesaving vaccines to children in need

Checks can be sent to*: Shot at Life, P.O. Box 96399, Washington, DC 20090
*Make sure you include the name of your club to ensure you get credit towards the Awards Program!

Advocacy is the most important thing we can do to unlock millions of dollars for child immunization programs. Shot@Life recognizes advocacy actions done by individuals or clubs within the Shot@Life Champion Program, which anyone is welcome to join by attending one of our monthly Champion training webinars. We will provide you all the tools and talking points for any actions you take! Some of the advocacy activities you can get involved with include:

- Hosting an event, such as a phone bank to call your members of Congress, or a fundraiser with a raffle benefitting Shot@Life. You can even apply for a GFWC/Shot@Life grant of up to $100 to throw your fundraising or advocacy event! APPLY NOW before the funds run out! Visit bit.ly/GFWCShotLifeGrant for more information and to fill out an application.
- Encouraging your club to take simple actions, like sending letters/emails to their members of Congress in support of global vaccination programs.
- Attending a live webinar training right from your computer. We offer live, hour-long trainings every month, and we are also happy to schedule individual trainings customized to your club or send you links to watch the training on your own time.
- Attending our Annual Champion Summit in Washington, DC (always in February or March) to be trained as advocates for global childhood immunization programs, meet with legislators on Capitol Hill, connect with other Champions, and hear from amazing speakers.

Please keep in mind that we have resources and materials for all activities, and have a range of options for individuals and clubs to be involved as little or as much as they want throughout the year!

If you would like to view (or show your members at an upcoming meeting) a short video of what our partnership has accomplished, please visit: bit.ly/GFWCshotatlife.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

Contact: Beth Perkins
Principal Advisor Partnership Development & Stewardship
W: www.stjude.org
P: 901-288-1253
E: Beth.Perkins@stjude.org

Hospital is leading the way the world understands, treats, and defeats childhood cancer and other deadly diseases. And families never receive a bill from St. Jude. Treatment, travel, housing, and food is all paid for—because all a family should worry about is helping their child live.

St. Jude continues the vision of its founder, Danny Thomas, that no child is denied treatment based on race, religion, or a family's ability to pay. By sharing knowledge freely and exchanging ideas openly, it inspires more collaboration between doctors and researchers worldwide, and, as a result, more lifesaving treatments for children everywhere. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since it opened 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent in the next decade.

WAYS TO DONATE
Call: Please call 1-800-822-6344 to make a donation. When making a donation, reference GFWC and your club and state so it will get coded properly.
Mail: If you are writing a check, please include GFWC and reference your club in the memo line. Please send to St. Jude Children's Research Hospital at 501 St. Jude Place, Memphis, TN 38105, ATTN: Ashley Ramsdell.
Online: If you would like to give online, please visit *www.stjude.org/gfwc* to make your donation. You may elect to send an honorarium to GFWC to ensure notification of your gift.

WAYS TO HELP
September is Childhood Cancer Awareness Month
This year, parents of nearly 16,000 children in the U.S. will hear the words: "Your child has cancer." One in five of those children won't survive. September is Childhood Cancer Awareness Month, and as a leader in the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases, St. Jude Children's Research Hospital will focus on raising awareness and funds for this very important issue.

Childhood Cancer Awareness Month provides St. Jude an opportunity to educate communities and supporters about what they can do to help these kids fighting for their lives. Throughout the month of September supporters can join our movement and help support the little warriors at St. Jude in their big fight against childhood cancer. GFWC has a National Team so your club can support St. Jude and GFWC by participating in a Walk/Run near you. Not a Walk/Run in your home town? Create a Virtual Walk team and join efforts with clubwomen around the country to help the kids of St. Jude.

- Rally friends, family, and community members and register for St. Jude Walk/Run to End Childhood Cancer. Visit *www.stjude.org/walkrun* to find an event near you.
- Volunteer at a St. Jude Walk/Run to End Childhood Cancer event near you by visiting *www.stjude.org/walkrun* and click on "volunteer."
- Mention Childhood Cancer Awareness Month at your club meeting. Visit *www.stjude.org/September* for current information.
- Join us on social media @StJude and use the Hashtag #ShowYourGold to show your support.

**Note: *stjude.org/September*, @StJude and #ShowYourGold will be available for use each year beginning August and continuing through September.

EVENTS
Through our St. Jude dinners, golf tournaments, and galas program, we are able to offer over 100 events across the country as a way for GFWC membership to engage with St. Jude. These events raise significant funds for St. Jude and allow us to continue our life-saving mission of finding cures and saving children. There are a variety of opportunities available:

Pre-Event Support

- Committee Leadership Roles – These roles drive our Sponsorship, Table and Ticket Sales, Auction Recruitment, Restaurant Recruitment, PR & Marketing, and Recruiting of Volunteers. Committee development is vital to the success of our events.
- Office Help – Our Lead staff need help with mailings, follow-up calls, computer data entry, goodie bags, favors, and event set-up and teardown.

Day-of Event Support

- Event Guests – Events are open for you and your friends to purchase a Sponsorship or Ticket.
- Volunteer – During our events, volunteers are needed to assist as Greeters, Registration – Check-In, Auction and Auction Solicitation for Bids, Spotters for Live Auction & Give to Live, and Auction Check-Out. (All volunteers are trained on their specific role.

Trike-A-Thon
The St. Jude Trike-A-Thon is a fun, service learning program for daycares and preschools that teaches trike and riding toy safety while helping the children of St. Jude. Any advocate for children can make a difference with the St. Jude Trike-A-Thon. If you sign up to become a coordinator, St. Jude will provide everything you need to have a great event at a preschool or daycare in your area. Log on to www.stjude. org/get-involved to find out more.

Mask Straps for St. Jude Patients
Do you have seamstresses in your club? Consider meeting to assemble bags with materials to make mask straps for the children at St. Jude and having seamstresses taking the bags home to complete the project with their personal sewing machines. Mask straps are used to improve the comfort level for patients required to wear masks to prevent the spread of infection or protect our patients from infection. These mask straps replace the elastic band that comes standard on the mask. Patients report the flannel and fleece material feel much better against their cheek and causes far less rubbing than the original elastic band. Patterns and specific information for this project can be found at www.stjude.org/get-involved/other-ways/volunteer-at-the-hospital/how-to-become-a-volunteer/at-home-projects/mask-straps.html.

Waiting Room Fun Bags
Fill a sealed zippered plastic bag with fun things a child or teen can do as they wait to visit the doctor. Make bags age-specific but generic enough for a boy or a girl. Include things such as: crayons, markers, colored pencils, paper, coloring books, and stickers. Items may be sent to St. Jude Children's Research Hospital, Attention Vilma Carnahan and Volunteer Services, 595 North Parkway, Memphis, TN 38105.

More Information
To share information at club meetings or to learn more, please visit *www.stjude.org/aboutus* or *www.stjude.org/waystogive* or *www.stjude.org/getinvolved*. You may also visit *www.stjude.org/volathome* to find great activity ideas for your club to connect to the St. Jude mission.

PREVENT CHILD ABUSE AMERICA

Contact: Kelly Christopher, Chief Development Officer
228 South Wabash Avenue, 10th Floor Chicago, IL 60604
W: www.PreventChildAbuse.org
E: kchristopher@preventchildabuse.org
P: 312-663-3520 x819
F: 312-939-8962

Prevent Child Abuse America is a leading national, not-for-profit organization whose mission is to prevent the abuse and neglect of our nation's children. They believe that every child deserves to have a great childhood and the chance to grow up in a positive, nurturing environment. By giving parents, caregivers, and communities the tools and resources they need to establish a strong foundation for healthy child development, kids can reach their full potential.

Founded in 1972 in Chicago, Prevent Child Abuse America works with its nationwide network chapters and nearly 600 Healthy Families America direct service sites to develop programs and provide resources that help prevent child abuse before it can occur in the first place.

Prevent Child Abuse America is a top-rated charity for children according to every major charity oversight organization, including Consumer Reports and Charity Navigator, which awarded it their highest four-star rating. Ninety-four cents of every dollar spent goes toward programs and services, including:

- Healthy Families America voluntary in-home family support program that helps families build a strong foundation for nurturing, lifelong relationships between caregiver and child.
- Nationwide chapter network across that promotes awareness and provides educational programs and resources that help prevent all types of child abuse and neglect – from bullying to shaken baby syndrome.
- Advocacy efforts to support family-friendly policies and advocate on behalf of vulnerable children and families.

Every day can be a call to action and an opportunity to recognize that we all play a role in children's lives and the prevention of child abuse and neglect. You can support Prevent Child Abuse America in your community by:

- Learning more about child abuse and neglect prevention and becoming a messenger for the cause.
- Lending your voice to bring about change by advocating for policies that help children, families, and the communities in which they live.
- Participating in the Pinwheels for Prevention® campaign and promoting happy, healthy childhoods.
- Volunteering your time and talent to your Prevent Child Abuse America state chapter to help prevent abuse and neglect in your community.

To find the chapter in your state, visit www.preventchildabuse.org.

PINWHEELS FOR PREVENTION®

Pinwheels for Prevention® is Prevent Child Abuse America's national campaign that promotes great childhoods and raises awareness of child abuse prevention. The pinwheel embodies the innocence and joy of childhood, and reinforces the belief that every child deserves a great childhood.

You can participate in this campaign by:

- Conducting your own pinwheel activities at any time of year, including gathering with neighbors to plant "pinwheel gardens" in your communities to continue raising awareness of child abuse prevention.
- Holding fundraisers with local schools, faith-based organizations, or community centers in which pinwheels are sold to benefit the state chapter from which you bought the pinwheels.

The opportunities are endless. Visit www.preventchildabuse.org to learn more about Prevent Child Abuse America, how you can get involved, and to find the chapter in your state.

GOLD

CANINE COMPANIONS

Contact: Nancy Murray, National Community Events Manager
P.O. Box 446
2965 Dutton Avenue
Santa Rosa, CA 95402-0446
W: www.cci.org
E: NMurray@cci.org
P: 707-577-1781; Toll Free 1-800-572-BARK (2275)

Canine Companions is the oldest and largest assistance dog program providing trained dogs for children, adults, and veterans with physical disabilities. Founded in 1975, Canine for Companions is the leader in the field and has placed more than 6,300 assistance dogs. Canine Companions breeds and trains their own dogs to get the temperament, intelligence, focus, health, and work ethic needed. Their breeding program is highly regarded and looked at by others for best practices. At eight weeks old, puppies are placed with volunteer puppy raisers who raise the puppies for 15 months, teaching basic obedience commands and socialization skills. Then they return the dog to Canine Companions for four to nine months of professional training to learn the 40+ commands they need to know to do tasks for people with disabilities.

Veteran's Initiative GFWC is working with Canine Companions on its Veteran's Initiative. Canine Companions has provided many assistance dogs to injured service men and women who are returning from wars. For a veteran making a new start putting life back together from an injury, an assistance dog can provide the help they need to regain independence. GFWC members can:

- Promote puppy raising. Volunteers are needed to raise puppies from eight weeks to 1.5 years old attending dog obedience classes and socializing the puppy in public settings. Assistance is needed in getting the word out on the need for volunteers.
- Give each member a container to save pennies during the month or pass the hat at every meeting collecting pennies.
- Support the "Give A Dog A Job" program.
- Visit and tour a regional training center.
- Meet the Canine Companions Chapter leadership near you and see how you can work together.
- Participate in the Canine Companions Signature Event —DogFest. For more information visit www. cci.org/dogfest.
- Clubs near the regional centers could provide meals, etc. when team training is being offered.
- Make donations for dorm rooms or decorate the dorm rooms at Regional Centers.
- Contact your closest Regional Center to see if your club can fulfill any items on their wish lists.
- Arrange for a Canine Companions team to speak at your club meeting to learn more about assistance dogs and Canine Companions.
- Volunteer at a center/office or staff a booth.
- Assist with outreach to veteran organizations, including presentations, outreach booth staffing, literature, as well as poster and video distribution.
- Raise funds to help place a dog with a veteran.
- Join the Canine Companions Facebook page: (www.Facebook.com/CanineCompanions) and help them build their network of "likes."
- Follow Canine Companions on Twitter: (@ccicanine).
- Subscribe to their YouTube channel (www.YouTube.com/CanineCompanions) and their blog, Help is a Four-Legged Word (www.Blog.CCI.org).
- Sign up to receive monthly e-newsletters on Canine Companions updates and forward the emails to your friends (www.CCI.org/sign-up).

CANINE COMPANIONS REGIONAL CENTERS

Support regional activities at one of Canine Companions' six regional centers near you:

Northeast
(New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Washington D.C., Virginia, West Virginia, Massachusetts, Rhode Island, Vermont, New Hampshire, and Maine)
Contact: Debra MacKenzie, Senior Development Director
286 Middle Island Road
Medford, NY 11763
P: 631-561-0200
E: DMackenzie@cci.org

North Central
(Ohio, Western Pennsylvania, Kentucky, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, North Dakota,South Dakota, Nebraska, and Kansas)
Contact:
Matt Levering, Senior Development Director
4989 State Route 37 East
Delaware, OH 43015-9682
P: 740-833-3700
E: MLevering@cci.org

Northwest
(Alaska, Idaho, Montana, Northern Nevada, Northern California, Oregon, Washington, and Wyoming)
Contact:
Angie Escudero, Senior Development Director
2965 Dutton Avenue
P.O. Box 446
Santa Rosa, CA 95402-0446
P: 707-577-1700
E: AEscudero@cci.org

Southeast
(Florida, Georgia, Tennessee, North Carolina, South Carolina, Mississippi, Alabama, and Louisiana)
Contact:
Dustin Carpenter, Senior Development Director
P.O. Box 680388
Orlando, FL 32868-0388
P: 407-522-3300
E: DCarpenter@cci.org

South Central
(Texas)
Contact:
Bryan Harding, Senior Development Director
7710 Las Colinas Ridge
Irving, TX 75063
P: 214-259-4700
E: BHarding@cci.org

Southwest
(Arizona, Utah, Colorado, New Mexico, Oklahoma, Arkansas, Southern California, Southern Nevada, and Hawaii)
Contact:
Piero Berlonghi, Senior Development Director
P.O. Box 4568
Oceanside, CA 92052-4568
P: 760-901-4300
E: PBerlonghi@cci.org

Colorado Satellite Office
Contact:
Paul O'Brien, Colorado Director
126 Las Animas Street
Colorado Springs, CO 80903
P: 719-260-6151
E: POBrien@cci.org

HEIFER INTERNATIONAL

Contact: Melanie Kapinos, Donor Relationship Manager
E: melanie.kapinos@heifer.org
P: 571-459-0421
SEND ALL CONTRIBUTIONS TO: Heifer International, Attn: Donor Services, P.O. Box 8058, Little Rock, AR 72203
Reference code #V0MYY00GFW000
Download an order form or donate online at www.heifer.org/gfwc.

The General Federation of Women's Clubs (GFWC) and Heifer International share a common desire to make life better for our neighbors worldwide. GFWC has supported Heifer projects for decades by donating gifts of livestock which enable families to lift themselves out of poverty and reach a living income.

At Heifer, we believe that women-led, small-holder farming is key to ending hunger and poverty through the gifts of livestock and training. And it's at the very center of our approach. When women have control over their assets and incomes, they reinvest in their families:

- Everyone eats more nutritious food.
- Kids go to school.
- Families get better access to health care.

That's why we invest in women farmers and business owners, equipping them with the tools and expertise they need to make their businesses thrive and grow. Additionally, we prepare farmers to withstand potential shocks by connecting them to markets and strengthening farmer-owned cooperatives—so that, in uncertain times, communities have a reliable source of nutritious food and that famers have a steady income. Never before in our lifetimes has this been more important, in light of the challenges facing communities worldwide as a result of the coronavirus pandemic.

Here's how **YOUR Club** can help end hunger and poverty for families in need:

- Did you know that you can request a Heifer employee or volunteer to present to your group through virtual meetings? To request a speaker, please email melanie.kapinos@heifer.org.
- Lead your club in a discussion about Heifer. Heifer has all the free resources you need to learn about Heifer's work.
- Host an in-person or online Living Gift Market with your club. These special events allow clubwomen to purchase livestock and other income-generating resources in honor of their loved ones. Email Melanie Kapinos for additional information.
- Work with local communities to engage with Heifer's complimentary resources. Heifer has programming available for diverse groups and a variety of ages.
- Kids of all ages love Heifer and you can bring Heifer's mission to schools with our free resources at www.heifer.org/schools. There are multiple programs to choose from that engage students at all grade levels. Be creative and help lead the kids in a simple activity that helps feed other children around the world while they're completing a giving challenge like a read-a-thon, penny drive, or even a bake sale.
- Did you know you can donate to Heifer while shopping at Amazon? Visit Smile.Amazon.com and choose Heifer as your charity to support. Amazon will make a small contribution on your behalf every time you shop!
- Host an in-person or online Living Gift Market with your club. These special events allow clubwomen to purchase livestock and other income-generating resources in honor of their loved ones. Email Melanie Kapinos for additional information.

HUGH O'BRIAN YOUTH LEADERSHIP (HOBY)

Contact: Sándrea Shields
Director of National Programs
31255 Cedar Valley Drive, Suite 327
Westlake Village, CA 91362
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P: 818.851.3980 x307
W: www.hoby.org

"HOBY helped [me] create a social network of youth volunteers like me that volunteer for the love of giving back. I don't have to wait until I am older to make a difference. HOBY taught me the value of individuals' abilities and the responsibility of using your own talents to give back to the community. Through being a [volunteer] for HOBY I became more confident in my skills as a leader, so I know I can take on bigger issues facing the world today."

Jennifer Bullockus, HOBY Alum – California-South, 2016

Since 1958, more than 500,000 students have begun their leadership journey with HOBY. Annually, more than 10,000 high school students from across the country and around the world participate in HOBY programs, such as:

Community Leadership Workshop (CLeW) is HOBY's introductory one-day leadership program for high school Freshmen. It is a free program that focuses on leadership as a discipline to be explored and learned. CLeWs are attended by 50 to 100 (50-80) students and can take place anytime during the school year.

The State Leadership Seminar (LS) is for high school Sophomores who want to develop their leadership talents and become youth leaders in their communities. This dynamic 3-4 day seminar explores leadership from three perspectives—personal, group, and societal—through fun and interactive workshops, activities, and discussions. Seventy seminars across the country take place annually every weekend between May and June. A sponsorship of $395.00 covers the cost of all meals, lodging, and training materials for one deserving student for an entire weekend.

The World Leadership Congress (WLC) brings students together from across the globe for a unique, week-long international program. Upon completing a State Leadership Seminar, rising juniors from U.S. high schools have the opportunity to convene with international students, representing up to 20 countries, to discover their potential as the next generation of leaders. The WLC takes place annually in July in Chicago, Illinois. Sponsorships may include full or partial coverage of the $1,795 registration fee or donation of airline miles for students traveling from across the country.

MARCH OF DIMES

Contact: Meredith Repik
Director, Strategic Volunteer Partnerships
W: www.marchofdimes.org
E: Mrepik@marchofdimes.org
P: 914-997-4691 or 914-980-2487

March of Dimes leads the fight for the health of all moms and babies. We support research, lead programs and provide education and advocacy so that every baby can have the best possible start. Building on a successful 80-year legacy of impact and innovation, we empower every mom and every family.

We need your partnership now more than ever. Our country is facing an urgent maternal and infant health crisis. Two babies die every hour in the United States and 1 in 10 babies is born prematurely. But this crisis is not just about the health of babies born too soon, it's about those we've lost. It's about the moms who died and those who face serious health challenges before, during and after pregnancy. It's about the continuum of care for all moms and babies—as their health is intertwined. #ItsNotFine, but with your help it can be.

March of Dimes greatest asset has always been our volunteers' willingness to put others' needs before their own for the greater good. By partnering with GFWC across the country, together we can achieve our vision of a world in which every baby has the opportunity to thrive, live the future they choose and grow up to change the world. Join us in the way that works best for you and your club members to say that #its not fine, but it can be.

WAYS TO DONATE

Your donation helps March of Dimes tackle issues that threaten the health of every mom and every baby. Here are three ways to support the work of the March of Dimes:

- **Phone**: Call 800-658-6674 to speak to one of our representatives to make a donation. Reference GFWC and your club and state so we may code your donation properly.
- **Mail**: If you are writing a check, please make it payable to March of Dimes, include GFWC and reference your club in the memo line. Mail your donation to: March of Dimes, Donation Processing Center, P.O. Box 18819, Atlanta, GA 31126.
- **Online**: You may make a one-time or ongoing donation to support the important work of the March of Dimes at www.marchofdimes.org/giving. It's a beautiful way to celebrate the birth of a baby or grandbaby. You will have the option of making a donation in honor of a baby or in memory of a baby.

EVERY WOMAN, EVERY BABY, EVERY FAMILY

WAYS TO VOLUNTEER: HANDS-ON PROJECTS
Blankets for Babies Project – Welcome Babies of Military Families with a Special Blanket or Hat

Are members of your club excited about sewing, knitting or crocheting? This project is for you! GFWC clubwomen can get involved by providing military families with baby blankets and hats. March of Dimes hosts baby showers for military families through our Mission: Healthy Baby Program. Please consider helping GFWC welcome these babies of military families with a special blanket of their own!

Each year clubwomen create hundreds of special blankets that mean so much to these military families who often are serving where they have no family nearby. Handmade blankets and hats may be sewn or no-sew blankets, knitted, crocheted, or quilted, etc. Please visit the resources portal on the GFWC website for Baby Blanket/Hat Toolkit with specifics about size, materials and shipping. Contact Amy Richardson at March of Dimes with your questions at arichardson@marchofdimes.org.

CREATE AWARENESS ABOUT MARCH OF DIMES' MISSION

Prematurity Awareness - Help to "light the world purple" on World Prematurity Day, November 17th

Premature birth and its complications are the largest contributors to infant death in the U.S. and globally. Americans lead the world in medical research and care, yet the U.S. preterm birth rate is among the worst of highly developed nations.

Raise awareness of the crisis of preterm birth during the month of November, March of Dimes Prematurity Awareness Month. Each club can "Go Purple" with these four easy steps:

- Promote March of Dimes Prematurity Awareness Month at a club meeting. Visit www.marchofdimes.org for toolkits and current information.
- Celebrate and bring awareness by wearing purple at a meeting or activity.
- Invite a club member to share her personal March of Dimes mission story.
- Give a brief presentation on prematurity to raise awareness. Contact arichardson@marchofdimes.org for your March of Dimes Prematurity Awareness Month® and World Prematurity Day-Mission Engagement Guide/ Partner Opportunity.

Direct any questions regarding donations to the Juniors' Special Program Chairman or the GFWC Programs Department at Programs@GFWC.org.

FUNDRAISING OPPORTUNITIES

March for Babies - Raise Dollars and Awareness through your local March for Babies event

The funds you raise give hope to nearly half a million babies born too soon each year. Go to www.marchforbabies.org to find a March for Babies event near you.

- Register your club to gain access to easy-to-use online tools to help reach your goals, including customizable individual and team fundraising pages. Be sure to include "GFWC" and your club in your team name.
- Set your team or individual fundraising goals, key to a successful campaign. It's a great way to motivate members and give them a target to shoot for or exceed. $300 is a good individual goal.
- Make it a family outing with fun activities for your whole family including NICU graduates.
- Hope, Remember, and Celebrate. During March for Babies, we remember those babies or grandbabies we lost and honor them with special tributes throughout the day.
- In addition, we need hands-on service to make March for Babies a success. Contact your local March of Dimes at www.marchofdimes.org/contactus for more information about how your club members might volunteer.
- No March for Babies in your market? No Problem! You can create your own Community Walk or walk virtually. Contact Amy Richardson at the March of Dimes for more information.

VOLUNTEER LEADERSHIP OPPORTUNITIES

Since March of Dimes beginning under the leadership of Franklin Delano Roosevelt 80 years ago, volunteers have been a critical component to March of Dimes success. We need you! Connect with your local March of Dimes staff to explore opportunities for you, your club, and its members. To find your local March of Dimes office address and contact, visit www.marchofdimes.org/contactus.

BECOME AN ADVOCATE FOR MOMS, BABIES, AND FAMILIES

Make your voices heard on Capitol Hill and in state houses across the country. Become an eAdvocate, get informed, and take action to fight for the health of all moms, babies and families. Sign-up today at www.marchofdimes.org/advocacy. **Thank you for your partnership and support!**

Together we can advocate for policies that prioritize the health of moms and babies. Together we can support radical improvements to the care they receive. Together we can pioneer research at our March of Dimes Prematurity Research Centers to find solutions to the biggest health threats to families, to support moms and to save babies' lives. Join us to build a brighter future by uniting communities—yours and every community across the country. Thanks to you, we can provide the tools, technology and knowledge needed to build a brighter future for us all. For more information, visit marchofdimes.org or nacersano.org.

OPERATION SMILE

Please send all contributions to:
Operation Smile
Attn: GFWC
3641 Faculty Boulevard Virginia Beach, VA 23453
Reference your official club name in the memo line of your check.
W: www.operationsmile.org

Please direct all questions to: Lizzy Plumb, Donor Experience Gratitude Specialist
E: Lizzy.Plumb@operationsmile.org
P: 757-901-4621

Together, we can heal children's smiles! We believe every child suffering from cleft lip or cleft palate deserves exceptional surgical care.

Why worry about the smile? Children born with a cleft lip and/or palate face serious medical problems. The immediate concern for babies is if they are able to receive the proper nutrition to be healthy. Other issues facing children include speech development, hearing loss, and dental. Children often face serious cultural stigmas too. In a safe surgical setting the defect can be easily corrected. However, for too many families in the world, safe surgery is not possible.

Each year, Operation Smile provides safe, effective and well-timed surgery to more than 20,000 patients in 30+ countries. For the last 35 years, Operation Smile has provided hundreds of thousands of free surgeries for children and young adults in developing countries who are born with cleft lip, cleft palate, or other facial deformities. As one of the oldest and largest volunteer-based organizations dedicated to improving the health and lives of children worldwide through access to surgical care, we work to build self-sufficiency and sustainable health care infrastructures through training, capacity building, and engaging in public-private partnerships in the countries where we work.

Your club can help heal children's smiles worldwide by joining Operation Smile to:

- Fundraise to help cover the cost of surgery, medical missions, education, and training.
- Fund a surgery — as little as $240 can change a child's life forever!
- Host a fundraising contest, tournament, event, or charity auction.
- Request an Operation Smile Donation Box to collect change at the register of your favorite hot spot.
- Participate in our Service Projects to provide comfort to our patients during missions.
- Make Smile Splints (formerly No-No Armbands), children's hospital gowns, blankets/quilts/afghans, and Smile Bags for our patients.
- Collect needed items for our Child Life Therapy list and Smile Bag kits.
- Please help ensure your club gets credit for your donations by including your club name and contact information with each donation and by writing GFWC on the memo line. An inventory form or donation form are both available by contacting gfwc@operationsmile.org or 877-240-7196.

Thank you for helping us to give children bright smiles and brighter futures!

UNICEF USA

Kelly Procida
E: kprocida@unicefusa.org
P: 212-922-2522

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. UNICEF USA supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes, and every child has a safe and healthy childhood.

For over six decades, the General Federation of Women's Clubs (GFWC) has supported UNICEF's efforts to ensure access to clean water, proper sanitation facilities, health services, education, and protection during emergencies to the world's most vulnerable children. The support from GFWC will enable UNICEF to continue its critical work in the area of Child Projection, which includes protecting children around the world from violence, human trafficking, exploitation and abuse, enabling them to leading healthy and productive lives. This encompasses UNICEF's work in the areas of juvenile justice, support unaccompanied and separated children, discriminatory practices, birth registration, trafficking and child-labor prevention.

Through partnering with UNICEF USA, GFWC members can take critical action, raise awareness and fundraise for the protection and safety of the most vulnerable children. Activities include, advocating to your local representatives through our online Advocacy center (act.unicefusa.org), host a fundraiser, participate in calls to action around protecting children or join UNICEF UNITE (unicefusa.org/unite) to get further involved in UNICEF's work. Together, we can bring an end to exploitation, abuse and neglect and build a future for all children free from violence. Thank you for your support!

COMMUNICATIONS AND PUBLIC RELATIONS

ADVANCEMENT PLAN

Today, communication truly takes on all tactical forms – visual, written, digital, and audible. For your club to become even more efficient and resourceful, you must consider taking the time to develop and execute a strong communications strategy, one that employs all these forms to effectively engage your members.

Engaged members are more satisfied, will see more value in their membership, and will participate in more activities. But how do you create an experience that's truly meaningful to your members?

You need to first create a **COMMUNICATIONS STRATEGY**. It is the first step in understanding your membership! It is how you will shape content that will educate, inform, and inspire current members as well as potential NEW members. Executed properly, a good membership communications strategy will also help you RETAIN members.

BEFORE YOU BEGIN - ASK THE HARD QUESTIONS!

What do you want your communications to do? Once you define your goal, you'll need to figure out how to reach it by employing one or more of these tactics or tools.

Next, you'll want to establish how you expect your communications to influence your members. What do you expect to happen as a result? Understanding and having a realistic expectation of results defined in your overall strategy is key when evaluating the success of each tactic and can help when adjustments are needed.

This guide will walk you through creating a solid communications strategy, define the following tactics, and outline the tools that you can utilize to reach your club's goals and objectives.

- Branding
- Public Relations
- Club Communications
- Website
- Social Media
- Digital Meeting Capabilities

2020-2022 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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ADOPTION OF CLUB MASCOT

GFWC Civic Woman's Club of Picayune (MS) adopted a mascot to promote the club in a unique way. Named for Pearl River County, Pearl Swineheart is the name of a beautiful stuffed swine. Pearl always wears her Civic Woman's Club shirt or carries her Civic Woman's Club purse. Maintaining her own Facebook page, friends can view posts of her and other CWC members volunteering. Pearl attended thirty-one club functions and had her photo taken with over sixty non-members.

PROJECT PROMOTION VIA MULTIPLE MEDIA OUTLETS

GFWC Hollidaysburg Area Woman's Club (PA) utilized multiple communications and media outlets to promote their 16th annual food drive at Walmart and Sam's Club. Communications included face-to-face meetings with store managers, various television and radio interviews, four social media outlets, live Facebook broadcasts, banners, and flyers. Elementary through college-aged students helped clubwomen collect food while earning community service points. These efforts, combined with generous donations, enabled support to more than ten Blair County food banks and organizations.

CHIMP MONKEY COMMUNICATIONS

GFWC Greater Keller Women's Club (TX) enhanced communications using Chimp Monkey, an information dispersal system that keeps its 200 members informed and up-to-date while increasing community awareness. The club uses Chimp Monkey to create and distribute mass emails to member inboxes and social feeds almost daily. It was also utilized to develop rack cards that were then placed at area businesses along with member push cards for easy use with potential recruits.

STEM CONFERENCE PROMOTED VIA VARIOUS TECHNOLOGIES

GFWC Northboro Junior Woman's Club (MA) used various technologies to promote and provide 2018 STEM conference registration information, including electronic school mail, Google Forms, Instagram, Twitter, and Facebook. The school's electronic backpacks for students and parents were embraced. This was publicized on the club Facebook and web pages. A new electronic link to the event's registration page was included. A picture frame labeled #NJWCSTEM was created. Students shared photos and experiences on social media using the hashtag #njwcstem2018.

BRANDING

What does branding or "having a brand" really mean? Your brand emotionally connects you to your audience. It is what you stand for as an organization; it is your reputation. Someone may have heard of your club, but a good brand ensures they already know what you do. There is a difference!

The GFWC brand is our image to the public—it is the collective GFWC identity that conveys an image of friendship and volunteer service to our target audiences. The GFWC brand consists of several different elements: the emblem, motto, and tagline. Together, these elements establish the GFWC brand as a significant and differentiated presence in the world.

The GFWC emblem is the foremost example of our brand identity and our image to the public. It is an intangible image of our reputation. Club members themselves participate in developing and protecting the GFWC brand by being ambassadors of our image through volunteer activities within the community.

Additionally, the GFWC brand is made up of other communication tools and identifying features, such as our registered motto (GFWC Unity in Diversity®), and tagline *Living the Volunteer Spirit!*

All GFWC members must fiercely protect and continue to establish our unique brand. It is this image within our community that represents our members as an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

GFWC STYLEBOOK

The GFWC Stylebook is the primary reference for maintaining the GFWC brand, communicating our vital messages, reinforcing our standards, and enhancing the image of GFWC and GFWC members. At the same time, there are restrictions and specific guidelines for word and emblem use, publications and advertising design, Web design, merchandising, and more.

GFWC clubs and members have responsibility for, and a role in protecting and enhancing, our brand. It is imperative that every member responsible for creating communications for her club familiarizes herself with the GFWC Stylebook. The GFWC Stylebook can be viewed and downloaded at ***www.GFWC.org/memberportal***.

CPR TIPS

1. Download the GFWC Stylebook and ensure all members of your leadership team adhere to the guidelines to ensure brand continuity.

2. Consider creating your own Stylebook for your club's brand identity so that your communications are consistent throughout your printed and digital communications.

PUBLIC RELATIONS

The primary goal of public relations is to garner positive publicity for an organization's mission, policies, and practices. In this section, we will define public relations efforts with an emphasis on media relations.

Public relations efforts and tactics extend ***beyond the media*** to the public.

- Create a public service announcement highlighting your club's selected charity and ask local news outlets to promote it.
- Ask local news outlets to promote your events/fundraisers.
- Write op-eds and letters to the editor of your local publications focusing on topics or issues your club is involved in on a local level.
- Promote your club's social media pages in a variety of community-based social media platforms.
- Invite a local celebrity to attend your Convention or event.
- Ask to be recognized by your city council or village board.

MEDIA RELATIONS

"Media relations" refers to the connection between an organization and journalists: most often used is a press release. A press release provides the media with the basics needed to prepare a story. The information should be written in a concise and straightforward manner; cover club projects, programs, and accomplishments; and highlight the news value of GFWC's work in the community. Develop a news angle or hook to pique the media's attention and increase the chances for media coverage. Consider the following:

- Is this relevant beyond GFWC?
- What is the impact (i.e. dollars raised, people served, community improvement)?
- Why is this story significant?
- Is it unique or unusual?
- Does it improve people's lives?
- What are the major achievements (i.e., significant anniversary, recognition from a program partner or legislative body)?
- Is there a human-interest angle?
- Proofread! Always proofread your work before sending the release.
- Follow up with your media contacts to ensure they received the press release and determine if they have any questions.

PRESS RELEASE SUBMISSION TIPS

News stories should emphasize your club's activities and accomplishments, focusing on why they are interesting. Human interest, humor, and innovative ideas make the best story topics.

- Has your club implemented a modern solution to an old problem?
- Is your club engaged in any legislative efforts or working on any projects that relate to GFWC Resolutions?
- Numbers and statistics are nice, but a good narrative is better.
- Include photographs! Send photos as email attachments, never embedded in the body of your email or in a Word document. Photos should be in the highest resolution possible, but no less than 300 dpi (dots per inch).

DEVELOPING A GOOD EYE FOR PHOTOGRPAHY

A good photograph tells a great story. Photographs entice people to read the article.

- PLAN YOUR PHOTO so something is happening. People standing or posing together do not make interesting photos.
- LIMIT PHOTOGRAPHS to no more than five people. Do not cram a lot of people into the frame.
- STRIVE FOR SIMPLICITY. Remove water glasses, soda cans, purses, wastebaskets, and anything that clutters the photo.
- CREATE EMPHASIS. If you're photographing a person, bring the subject forward from the background so the emphasis is on him or her. Subjects should not be leaning up against a wall.
- POSITION THE SUBJECT so his or her body is slightly angled (not directly facing the camera) with the head turned to face you.
- EXPERIMENT with different angles and try several different ideas. Try moving the person in the scene. Have them move forward or position themselves differently.
- SMARTPHONE PHOTOGRAPHY has become the popular choice for taking pictures, the tips above still hold true. Other tips for Smartphone Photography are:
    - ø Hold your smartphone sideways to take all pictures.
    - ø Keep your smartphone still to get a clear shot.
    - ø Clean the camera lens – your smartphone can get dirty "living" in pockets, purses, and bags.
    - ø Avoid using the digital zoom as it decreases the quality.
    - ø Observe camera etiquette.

GFWC BOILERPLATE

All members are encouraged to use the following GFWC boilerplate in written communication, such as press releases, letters, newsletters, etc.:

The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With nearly 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, please visit www.GFWC.org or call 1-800-443-GFWC (4392).

GENERAL FEDERATION *of* WOMEN'S CLUBS
www.GFWC.org

FOR IMMEDIATE RELEASE

Contact: [Club president or appropriate chairman]
P: [Contact phone number]
E: [Contact email address]

HEADLINE USING ALL UPPERCASE LETTERS
Subtitle in Italics

Month, Day, Year (Club's City, State Abbreviation*) – The opening paragraph should contain a news *angle* or *hook* to pique the media's attention and increase the chance for media coverage. This paragraph should also contain *who*, *what*, *when*, *where*, *why*, and *how*.

The remainder of the body text should include any relevant information, including benefits, statistics, area of impact, etc. Add quotes from your club president, community leaders, Program Partners, or elected officials. The quote should be based on the press release topic, and you should obtain the individual's permission to use the quote.

Add Boilerplate:
About the General Federation of Women's Clubs
The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 80,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding.

At the end of the release, insert three number symbols to show that the press release is complete:
# # #

States listed in the dateline should be written in AP style. For example, use Wash. *for Washington State. For a list of AP state abbreviations, view the GFWC Stylebook at* ***www.GFWC.org****.*

[Club Name]
[Street Address] | [City, Postal Code State Abbreviation, Zip]
www.ClubWebsite.org/com | P: XXX-XXX-XXXX

CLUB COMMUNICATIONS

Creating effective ways to communicate with your membership is crucial to the HEALTH of your club/State Federation/Region. Do you really know how your members like to receive information? Print or electronically? If not, you will want to take time to survey them. Are they open to change? If not, you may need to create a MIX of new AND familiar ways of communication.

You can save hundreds or even thousands of dollars by knowing the answers to these questions. Even more importantly, by taking the time to understand the communication style and needs of your membership, your members will feel "heard" and will feel valued.

CPR TIPS

1. Always use the GFWC Boilerplate on all press releases to ensure brand continuity.

2. Always review potential platforms and tools with your boards/committees and general membership before implementation.

NEWSLETTERS (PRINT OR EMAIL)

Club newsletters are one of the most effective and efficient methods of informing GFWC members about projects, programs, events, partnerships, and issues. Appoint a newsletter chairman for your club and/or State Federation.

- Identify a layout and media (electronic, hard copy, or both) that works best for your membership and budget.
- Determine the newsletter's frequency (i.e., monthly, bi-monthly, or quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include:
  - ø President's Column – Letter from your club, District, State, and/or Region president.
  - ø Member Profiles – A glimpse into the lives of fellow club members and their experiences. Feature a different member in each issue.
  - ø Calendar of Events – Important dates, such as meetings, programs, events, Federation Day, your club anniversary, holidays, observances, and member birthdays.
  - ø Club News – Program updates, accomplishments, recent events, awards, accolades, and community recognition.
- Include information distributed from all levels of GFWC leadership and solicit articles from all levels, as well.
- Cover Community Service Program projects that were completed with or for GFWC Partners and use their

logos/emblems whenever possible.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- Convey knowledge, generate enthusiasm, and enhance your club's public relations outreach, membership recruiting and retention, program development and reporting, and strategic plan.
- Include action photos, when possible, as they add interest to your newsletter.
- Always provide club contact information.

EMAIL PLATFORMS

To communicate with your members via email, look at two of the most popular email marketing platforms.

MAILCHIMP

MailChimp is a great resource for club communications because it offers a free offering for up to 2,000 email addresses. If you use for your state communications, it may push you over that limit and into a paid model but it is still very affordable as it is FAR less than the traditional fees associated with a print magazine or newsletter! It is the largest email marketing application you can use. It also offers easy to read reports and analytics; you can easily see which recipients opened and read your communications. This platform also offers more options for template customization, which is important in keeping your brand identity intact.

CONSTANT CONTACT

This platform is also extremely easy to use and has a free offering, but only one month per the plan you choose. It offers a gallery of stock images to choose from and has numerous template selections. It also allows you to easily manage your club database and offers outstanding customer support.

Other platforms to consider are Pinpoint and Benchmark. Some will collect funds for your club's events, which can be helpful for conventions or special fundraisers.

CPR TIPS

1. There are many email marketing platforms out there! Be sure to research what is best for you and your club.

2. A well-designed website is the single best way to attract new members and donors to your club as everyone will visit it before joining or doing business with you.

WEBSITE

Your club website is the public's first AND LAST impression of you and your members! It is always open, 24/7 for all to see so please make sure it is up-to-date and contains fresh and timely content. If you can, find someone in your club who knows how to create and/or maintain a website. And if you cannot, this is definitely something you will want to invest in with a third-party.

- Appoint a website chairman for your club and/or State Federation.
- Create a club email account (i.e., GFWCClub@yahoo.com, GFWCStudyClub@gmail.com) and assign someone to check it regularly.
- Identify a technology solution that works for your level of knowledge. Possibilities include working with a website developer or designer; securing assistance from tech-savvy friends, family, or volunteers from local schools looking for practical experience; or running and maintaining the website on your own.
- Secure a domain name that clearly portrays your name and includes GFWC (i.e., www.GFWCFlorida.org, www.GFWCWarrenJWC.org).
- Link to www.GFWC.org to show that your club/State Federation is a part of GFWC.
- Include your club's website address in all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
  - ø A calendar of meetings, project-related activities, and other club/State Federation events.
  - ø Club/State Federation history, noting important milestones and accomplishments, officers, past presidents, and other achievements.
- Develop a plan for updating the website and share the responsibilities for writing new content.

SOCIAL MEDIA

According to Google, there are 65 or more social media platforms or sites. Many of these platforms simply do not fit with our goals and interests. We will review several of the most popular ones here, but feel free to research what will work best for your club and members.

If you cannot decide where to start, consider ranking your club's priorities; it may be more effective for your club's brand to focus on maximizing the capabilities of one or two platforms. Whichever platform(s) you choose, set up a team to monitor it regularly. The platforms that allow followers to interact come with (unspoken) expectations that someone will respond very quickly and that there will be a steady stream of real-time content. Never let just one person in the club be responsible for social media efforts; it is far too big of a job!

FACEBOOK

If you have not yet established a club, District, or State Federation page, you should consider doing so during this Administration!

Use your club's name as the title and appoint someone in your club to manage it. Continually post updates and photos of your activities, create events for your meetings, and make sure to keep your contact information and club website up-to-date.

CPR TIPS

Do not forget to like GFWC's Facebook page as well! View it at www.Facebook.com/GFWCMembers.

Encourage all members of your club who are on Facebook to like your club's page so they can share the information you post with their friends. Your club's page should also like pages of groups you work with, such as national and local partner organizations, news stations, civic organizations, or other groups with Facebook pages.

FACEBOOK LIVE

Facebook Live is a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed, which is perfect for GFWC clubwomen! You can do short, live video clips from your fundraisers, installations, meetings, just about anything you would like to promote in your Facebook feed!

CPR TIPS

It is hard to "practice" since it is live, so be prepared! Do something simple the first few times until you get the hang of narrating.

Here are basic instructions on how to go LIVE on FB!

1. Tap the camera icon to the left of your search bar.
2. Give Facebook access to your camera and microphone when prompted.
3. Switch to "Live" on the bottom of your camera screen.
4. Choose your privacy and posting settings.
5. Write a compelling description.
6. Tag friends, indicate your location, or add an activity.
7. Set your camera's orientation.
8. Add lenses, filters, or writing and drawing to your video.
9. Click the blue "Start Live Video" button to start broadcasting.
10. Interact with viewers and commenters.
11. Click "Finish" to end the broadcast.
12. Post your reply and save the video to your camera roll.

VIDEO SHARING

It is no secret that people love to watch others in action and posting your club/State Federation/Region's videos can be a terrific way to attract new members. There are numerous video sharing platforms, so be sure to do your homework! In this section, we will look at the two largest and most well-known platforms: YouTube and Vimeo. Instagram is also considered a video sharing platform, but we will take a look at that later.

YOUTUBE

At this point you would have be living under a rock not to know about YouTube! The video sharing giant has more than one billion users and people watch more than one billion hours of video on the site daily. YouTube allows users to upload, view, rate, favorite, share, flag, report, add to playlists, comment on videos, and subscribe to other users.

To sign up for a YouTube account, you must have a Google ID or sign up for a new Google account. To start, go to the **YouTube.com** homepage and click the "Create an Account" button at the top of the screen to go to the basic Google sign-up form and then follow the prompts. Once you have created your account, you can upload your videos and then share them on social media or in your email communications.

VIMEO

Vimeo has similarities and differences with YouTube. Like YouTube, it lets people upload and share videos. Unlike YouTube, the platform has no advertising and most users must pay for the privilege of uploading their videos. Plans start at $7 for 5 GB per week, but there is also a free, basic plan.

CPR TIPS

When posting on social media, use short, complete, and clear descriptions and let the photos or video tell the story.

Vimeo might not be as open and accessible as YouTube, and it has a smaller audience of around 80 million. To sign up for a Vimeo account, go to **Vimeo.com** homepage and click "Join." Create a username and password and enter your email. Confirm your email by following the instructions sent to your inbox, and you will be in business!

TWITTER

Twitter is another important social media platform. But what is it exactly?

Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources.

CPR TIPS

Twitter is especially important if you need to contact or influence members of Congress. For example, **Shot@Life** has found that when they tweet photos of their visits to Congressional Members, their efforts are more effective!

You can create your own tweets, or you can retweet information that has been tweeted by others. Retweeting means that information can be shared quickly and efficiently with many people.

Here is the most important thing to understand about Twitter – it **IS** the news. It is as current and up-to-the-minute as you can get. National and local events, celebrity news, weather-related information all break FIRST on Twitter. It is an excellent way to get the attention of big brands for sponsorship or to release a public service announcement.

PINTEREST

Pinterest is another social media platform that most of our members have heard of, perhaps for its recipes, but it does so much more! It is a great place to look for inspirations for your meetings or conventions and even fundraising! Users create and share collections (called "boards") of visual bookmarks (called "Pins") that they use to do things like plan trips and projects, organize events, or save articles.

We encourage you to look at and try this platform for your club. It is very visual with lots of photos and can be a useful way to show off a project or event and attract new members with like-minded interests to your club.

INSTAGRAM

Instagram is a free photo and video sharing platform. People can upload photos or videos to share with their followers or with a select group of friends. It works much like Facebook and can be combined with your Facebook account, and it is primarily used by mobile device users. Instagram is all about visual sharing, so everybody's main intention is to share and find only the best photos and videos, which makes it a great way to show off your projects and events!

SNAPCHAT

Snapchat is a free mobile messaging application used to share photos, videos, and text messages that users can only access from a mobile device. It is different than other forms of social media in that its messages disappear from the recipient's phone after only a few seconds. If your club is marketing to younger members or sponsors a GFWC Juniorette club, Instagram and Snapchat are must-have's in your communications strategy.

These are just a few of the many platforms that are out there for you to use for your club activities and membership retention so DO YOUR RESEARCH!

CPR TIPS

Gen Z and millennial Snapchat users share a common personality trait: FOMO (fear of missing out). By promoting your local events to FOMO-motivated young ladies, you can make your club relevant to a broader audience and bring in new members!

SOCIAL MEDIA HINTS

Most of these platforms are photo driven. This means people want to see pictures not words! Use photos showing your club members in action so that potential members can see themselves as a member of your club. Crop your photos so that there is not a lot of wasted space around the action and the action is easier to see. Also, investigate using paid posts on FB to promote your club's Membership Drives or fundraisers. It is very inexpensive and usually yields impressive results.

DIGITAL MEDIA CAPABILITIES

CPR TIPS

The way people communicate is changing and we need to keep up with the trends, not only to thrive but to SURVIVE.

A necessary piece of your communications strategy is utilizing digital communication tools, such as online meetings, text reminders, webinars, and podcasts.

Online or mobile collaboration means improved efficiency and increased productivity, but only if you have the right tools for collaboration in the first place.
It also means monetary savings for your club, District, or State Federation budgets.

BIGMARKER.COM

This browser-based platform is a wonderful tool for large-scale webinars, virtual workshops and/or presentation style-meetings. It is professional and couldn't be easier to use: you simply click a link to join to the virtual event. It runs in the cloud through your web browser - no downloads required.

It also offers tools to engage the audience, which can be used to capture member data. The platform also offers online resources and support and customizable templates.

ZOOM

This longtime Skype alternative allows for easy video calls, online demos, or webinars with your virtual teams. Advanced features include selective screen sharing where some participants can see the presenter's screen and others cannot. If your members use Microsoft Outlook, then this is a top selection: it's easy to schedule video conferencing meetings from Outlook through the Zoom plugins.

SLACK

Slack is an incredibly smart platform, which you can get on mobile and desktop devices. It enables you to send direct messages (DMs) and files to a single person or a group, and there is the ability to organize conversations into different channels (perhaps for specific projects, general chat, and so forth).

The app also supports video calling. You can use the feature to talk to your committees about projects and work in-depth, without having to type everything into a Direct Message or email. And while this is not a replacement for cloud storage services, you are able to drag, drop, and share files with your colleagues directly within Slack. It is also compatible with services such as Google Drive and Dropbox. Slack has a free version, although it does have limitations (in terms of the number of messages stored, overall storage space, and so forth).

GOOGLE DRIVE

All club records can be stored on Google Drive and can be accessed by all members at any time. No more waiting for someone to send something to you! Google Drive also offers a ton of storage for a low price, so implementing Google Drive and GSuite tools for your whole team is simple and definitely worth the price.

DROPBOX

What made Dropbox the most popular cloud storage app to share documents for more than a decade? It has a user-friendly interface and simple experience! It is like you're storing documents and notes right on your hard drive by dragging the appropriate files over to that little blue and white icon. It is instantly familiar and instantly accessible! Also, you can share files and notes to non-Dropbox users with a simple link.

So many choices and options! When you survey your members, be sure to include a question about digital meetings and communications. Investigate what will work best for you and your club/committees/boards/memberships and you will be rewarded with more efficient and (in many cases) more affordable ways to conduct club business, all while streamlining communications with your members.

PODCAST

Podcasts are a tremendous way to stay connected to your members, especially if they cannot make a workshop, or State Federation or Region presentation. Information can be recorded so members (and potential members) can download and listen to it when it is convenient for them.

People listen to podcasts while driving, flying, at work, or working out! It is all about the convenience and access to information virtually anywhere, anytime, anyplace. Many podcasts are free to download, and some are even free of commercial advertisements.

CPR TIPS

Research what podcast hosting sites/plans will suit your club/State Federation/Region best!

Podcast productions can range from carefully scripted to totally improvised discussions; what is important is the topic discussed. **Buzzsprout** is a wonderful resource for hosting your club/State Federation/Region's podcast(s), offering a free plan and several low cost plans, depending on your needs.

Much more information on podcasts will be coming from GFWC this Administration, including our very own podcasts on everything from leadership and membership development to helpful tips on managing your club finances, so STAY TUNED!

CONTESTS

The Communication and Public Relations Committee oversees two contests: Newsletter and Website. Certificates are awarded to the top three club entries, while State Federations compete for top billing within each membership category. Please refer to the Awards, Contests, and Grants section of the *GFWC Club Manual* for further information.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Communication and Public Relations projects, as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Communication and Public Relations Advancement Plan. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

FUNDRAISING AND DEVELOPMENT

ADVANCEMENT PLAN

Elevate Your Community, Club, And Members With Fundraising

"HE WHO ALLOWS HIS DAY TO PASS BY WITHOUT PRACTICING GENEROSITY AND ENJOYING LIFE'S PLEASURES, BREATHES BUT DOES NOT LIVE." — SANSKRIT PROVERB

Fundraising is beneficial to your community, your club, and its members. Raising capital for a local project, recognized charity, affiliate organization, your club's outreach plans and operations, or GFWC Designated Funds, is also an opportunity to make the achievements of your club known throughout the community. As they work together on a fundraiser, club members learn new skills and much more. Successful teamwork fosters cooperation, provides a sense of accomplishment, cultivates pride and ownership in the organization, and creates life-long friendships—all while building a stronger and better club.

Learn more about choosing a fundraising idea, creating a successful event, advancing your club and GFWC, supporting GFWC Designated Funds, and being recognized by GFWC for your fundraising efforts. Questions or need coaching? Contact any of the Fundraising Committee Members, who are eager to provide help.

PUT THE FUN IN FUNDRAISING

Begin your fundraising process by gathering club members together for a brainstorming session. No dream is too big when you work together! Discuss pros and cons, then make your choice and design as many ways as you can to put fun into your fundraiser. Ideas:

COMMUNITY CAPERS AND EVENTS

Art in the Park Show & Sale
Children's Puppet Show or Magician
Dance Off/Dancing with the Stars
Father/Daughter Dance
Festival Face Painting or Photo Booth
Mardi Gras Party
Rubber Duck Races
Topless Car Wash—Wash the bottom, charge extra for the top
Wheelbarrow Racing and/or 3-Legged Races

2020-2022 FUNDRAISING AND DEVELOPMENT COMMITTEE

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DYNAMO DATE NIGHTS

Casino Night
Dances—Rock & Roll, Line Dancing, Ballroom Dancing
"Grease" Movie-Themed Costume Contest and Sing-Along
Kentucky Derby Party—Hats & Bowties
Mad Hatters' Tea Party
Murder Mystery Party
Mystery Dinner Theatre, Roaring 20s
Oscar Extravaganza
Progressive Dinner—Three Restaurants/Three courses

FABULOUS FOODS

Chili Supper, Baked Potato Bar, Ice Cream Social
Chocolate & Wine Sale
Coffee or Brunch Event with Recipes
Ethnic Dinner—Small Plates
Hot, Medium, and Mild Pepper Jelly Sale
Kitchen Tour with Host Chefs
Pub Crawl
Spaghetti Dinner

GIRLS ONLY FUN AND FRIVOLITY

Bunco or Card Party
Mother/Daughter Tea
Purse Bingo
Paint Night
Pajama Party or Pajama Day
Styles Show or Fashion Show
Trivia Night

HOLIDAY HAPPENINGS

Christmas Tree Delivery
Egg My Yard—Easter
Festival of Trees
Haunted House or Halloween Party
Holiday Expo or Bazaar
Holiday Open House or House Tour
July 4th—Fireworks, Flea Market, Parade, Cookout
Paint a Pallet-Flags, Pumpkins, Snowman
Poinsettias & Wreath Sale
Polar Express Event—PJs, Hot Choc, Cookies, Santa
Santa or Bunny Breakfast
Scarecrow Contest

HOUSE AND GARDEN GOODIES

Garden Tour
Flamingo Flock—Pay for Removal
Raffle a Truck Load of Gravel or Mulch
Spring Plant Sale

PAMPERED PETS

Dog Show or Pet Show
Pet Homemade Treat Sale
Pet Wash
Pet Pageant
Pet Photo Contest

SALES/AUCTIONS

Amazing Art & Craft Auction
Bazaar—Host the event or a table
Book Sale—Used and New, Invite an Author
Children's Consignment Sale
Cookie/Dessert Sale
Furniture Upscale and Resale
It's in the Bag! (Brown Bag Auction)
Kitchen Utensil Demo & Sale
Make It, Bake It, or Fake It! (Arts, Crafts, Foods)
Re-Gift Auction
Slightly Used Jewelry Sale

SPORT SPECTACULARS

Bowling Tournament
Kids Sports Camp
Fishing Tournament
Golf Tournament
Kickball Tournament
Walk or Road Race

STEPS TO SUCCESSFUL FUNDRAISING AND DEVELOPMENT

RESEARCH AND FOLLOW THE APPLICABLE LAWS

Charitable fundraising is regulated in most states. Nonprofit organizations are usually required to register with the state PRIOR to fundraising or soliciting donations and to renew or update that registration periodically. The government official responsible for processing charitable solicitation registrations varies (e.g., Attorney General, Secretary of State, or others). Some states do not allow certain types of fundraisers or contests. Some states have reporting requirements after the fundraisers. It is important to know and follow the law that applies to your fundraising and development efforts. Consider organizing a program or workshop and inviting speakers to explain the relevant regulations.

APPOINT A CAPABLE FUNDRAISING AND DEVELOPMENT CHAIRMAN

Appoint an energetic and enthusiastic Fundraising and Development Chairman to plan and organize your fundraising and development. The Fundraising and Development Chairman should be organized, experienced at setting and meeting goals and objectives, and skilled at delegating tasks and monitoring progress on projects. She will be responsible for matching the many tasks to be accomplished with the skills, interests, and comfort level of each member. A team effort is required for successful fundraising and development, and the Chairman is the leader of that team.

SET GOALS AND OBJECTIVES

Evaluate your club or State Federation's financial needs, including monies needed for your operational budget, specific donations or purchases, ongoing or annual projects, and specific causes that your membership desires to support.

It is crucial to clearly define how much money your group wants to raise and for what purposes. This may mean that you pursue one major project or several smaller ones during a year or Administration. Consider how you will successfully continue any fundraising and development that is ongoing from year to year or Administration to Administration.

Define what success will look like for your club and for those being benefitted. Decide when and how often success will be measured, depending on whether your fundraisers are single events or ongoing projects. Keep in mind that a great fundraising and development program can have multiple great outcomes for your club and its mission, including increased public awareness, good will, and membership. Fundraisers are excellent publicity, networking, and membership opportunities. Set goals for maximum impact.

PLAN ALL ASPECTS OF YOUR FUNDRAISING AND DEVELOPMENT PROGRAM

"It takes as much energy to wish as it does to plan." — ELEANOR ROOSEVELT

Once your research is done, your leader is in place, and your goals and objectives are set, it is time for your members to brainstorm and plan every detail of how you will conduct the fundraising and development needed to sustain your club or State Federation and those causes that are a priority for your members. Comprehensive planning will ensure that the hard work your members put into fundraising and development will result in the funds needed to accomplish the good in this world that fuels the passion for volunteer service. As you plan, look for ways to branch out with the products you offer, the partners in the community you select, the marketing strategies you employ, and the causes you support. During the planning stage, you should consider and answer the following questions:

What type of fundraiser will you conduct?
Will you host an event, sell a product, or solicit money? The best fundraisers often involve some combination of these strategies. If you are planning an event, consider how you might enhance revenue by offering items for sale at the event or by offering those who cannot attend the opportunity to donate.

What Chairmen and/or Committees will need to be appointed for your fundraiser?
List all the jobs that individuals or committees will need to do to make your fundraiser happen and ask those best-suited for each role to volunteer. Examples of Chairmen/Committees to consider include equipment and supplies/vendors; venue selection and arrangements; ticketing/invitations; sponsorship coordination; marketing/publicity; set-up/decorations; clean-up; and thank-you/follow-up.

What is the budget?
Consider all estimated costs (including contingencies) and your fundraising goal. Decide how much income you will need from ticket and/or merchandise sales, sponsorships, and donations to pay all estimated expenses and reach your goal.

What kind of cooperation will you need to pursue with local leaders, businesses, or civic groups?
Every fundraising event is an opportunity to build relationships and interact in a positive way with others in the community. For example, if you are planning an event to benefit your city's public library or park, plan how you will work with city leaders to maximize your outcome.

Some events may be more successful if you partner with other charitable organizations. For example, a rummage or consignment sale might draw a larger crowd and more interest if you partnered with other groups. Consider whether your event might be enhanced by partnering with others.

Cultivating sponsorships can help increase support from local businesses and individuals. Contributions at certain levels could be recognized in the marketing of the fundraiser. Contributions may be either monetary or in-kind. Do not overlook the potential to receive in-kind support from sponsors. Businesses may be willing to donate food, flowers, music, rental space, and any number of goods or services in exchange for recognition as an event sponsor.

What is the timeline?
Schedule any meetings, work sessions, or other necessary activities, and make sure your members are aware of the schedule. Set dates for needed items to be ordered and for your members to sell tickets, merchandise, or other items. If you are planning an event, check the community calendar to see what other events are planned for that same date. While you do not want your fundraiser to conflict with another popular event in the community (such as a local

sporting event), you might want to plan your fundraiser at a time and location that will benefit from the increased foot traffic of that sporting event or other popular activity.

What is the communications plan for marketing and publicity?
Publicity is a key component of your fundraising success. Increased community awareness will enhance profitability. Prepare a comprehensive communications plan that takes into account the most efficient means of reaching the target audience (e.g., personal contact, traditional advertising, and social media).

Be certain your members are well-versed in all event details so each one can promote your club and its projects in a positive, friendly light. Always include the GFWC emblem and preface your club name with GFWC in all communication tools to reinforce your identity and credibility as GFWC volunteers! Refer to the ***Communications and Public Relations Advancement Plan*** for information on creating and implementing a publicity plan.

EVALUATE YOUR EFFORTS AND SHOW APPRECIATION TO THE COMMUNITY

"Fundraising is the gentle art of teaching the joy of giving." — HANK ROSSO

After any fundraiser, take time to evaluate what worked and what did not. The Chairman should prepare a written report on the success of the fundraiser. She may wish to distribute a survey to the membership and compile those results to be included in the report. In evaluating a fundraiser, take the following into account: Were the goals realistic and achievable? Was the budget adequate? Was the cooperation with other organizations beneficial and constructive? Were the publicity/marketing strategies effective? Was the fundraiser well-received by the community? Were members assigned to tasks that matched their skills and interests? Is this same fundraiser recommended for the future? If so, what adjustments need to be made for greater success? If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?

Remember to maintain the friendly and positive tone of your fundraising efforts until the last expression of gratitude is conveyed and beyond. All donations should be acknowledged in a gracious and timely manner and all funds used efficiently for the cause for which they were solicited. Be sure to communicate the successful results of your fundraising project with all those who supported your efforts and with the public. Build on your success to realize an even more successful project in the future.

CELEBRATE!

You and your fellow club members have worked hard to raise funds that will allow you to continue making a difference in the lives of others. You appointed an energetic and enthusiastic chairman and committee. You analyzed your club's needs and strengths, organized volunteers, selected a fundraiser, brainstormed, and put your plan together. You motivated your members, gave them tasks to accomplish, and a timeline in which to do so. You worked your plan, overcame any challenges, and conducted a most successful fundraiser. What is next? After evaluating your effectiveness, thanking the members of the community for supporting your efforts, and writing a comprehensive report, it is time to celebrate your success.

There are endless ways to show your appreciation to members:

- A small bottle of hand soap or sanitizer with a note that reads, "Thanks for getting your hands dirty!"
- A cute tin of candy with a note that says: "Thank you for being so sweet!"
- An article, picture, or some other recognition on social media.
- A handwritten thank-you note.
- A small award or certificate.

You may choose to celebrate with a small get-together, such as a pizza party or social gathering. Take some time to enjoy your success. Recognize those who made it happen. Be proud of what you have accomplished together! Be inspired to build on this success and do more to improve your community and the lives of others.

TYPES OF FUNDRAISERS

While there are many types of fundraisers, most fall within the following three categories:

EVENTS usually include food and beverages, a program, and/or entertainment, such as:

- Galas or banquets
- Music concerts
- Style or fashion shows
- Rummage or consignment sales
- Competitive or sporting events—golf, 5K runs and walks, bridge or Bunco tournaments, and bingo games
- Art parties where artists teach guests to create their own designs
- Soup/Dessert cook-offs

SALES

- Merchandise and/or food acquired and sold by club members—items may be made by members, purchased by the club, or donated
- Merchandise sold in partnership with a fundraising product company such as GFWC-endorsed fundraisers

DIRECT SOLICITING

- Capital campaigns such as gathering funds to purchase or renovate a clubhouse
- Business partnerships such as working with local restaurants or car washes on a special day where a portion of the proceeds benefit your project

GFWC ENDORSED FUNDRAISERS

Currently Under Review

GFWC FUND DEVELOPMENT

GFWC Designated Funds support the work of GFWC by providing essential funding in targeted areas. They are vital to continue GFWC's mission of strengthening our communities and enhancing the lives of others. Donations can be made online through the Member Portal at www.GFWC.org/memberportal or by check made out to GFWC, with the individual fund named in the memo field, and mailed to GFWC, 1734 N Street NW, Washington, DC 20036-2990.

THE CAMPAIGN FOR THE FUTURE

The ***Campaign for the Future***, launched in June 2014 and set to end in June 2022, has been established to secure and sustain the property and programming of the Federation and is intended to stimulate philanthropic activity and financial planning that will encourage members and their families to leave a legacy that supports the great work, time-honored traditions, and future efforts of our clubs and clubwomen around the globe.

FRIENDS OF THE WHRC

Membership in the ***Friends of the WHRC*** provides special benefits to GFWC members, clubs, and State Federations that make contributions to support the work of the WHRC. Funds are used to purchase preservation supplies, collections management technology, and books for the WHRC research library. In addition, Friends donations support outreach activities directed toward students, teachers, and others.

GFWC ENDOWMENT FUND

The GFWC Endowment Fund was begun in 1910 to help ensure a firm financial foundation and assist in providing for the future needs of GFWC. Contributions to this fund are permanently restricted, but income earned on the fund is unrestricted and has been used to support program, advocacy and outreach efforts, and overall membership development opportunities.

GFWC JANE CUNNINGHAM CROLY GRAVESITE

Help honor our founding mother by donating to the ***GFWC Jane Cunningham Croly Gravesite Fund***. This fund provides the necessary means to maintain her gravesite in Lakewood, NJ. In 2010, thanks to your generosity, the Croly family gravesite was refurbished. All donations are tax deductible and all donors will be acknowledged by email.

GFWC LIBRARY DISASTER RELIEF FUND

Tying together members' generous financial gifts and passion for literacy with our mission of community improvement through volunteer service, the ***GFWC Disaster Relief—Library Replenishment Fund*** assists in restocking the collections of public and public school libraries that have been affected by natural and manmade disasters.

1734 SOCIETY

Named for the GFWC Headquarters' address at historic 1734 N Street NW in Washington, DC, the 1734 Society is dedicated to preserving and maintaining the building as a National Historic Landmark. Members of the 1734 Society understand the importance of historic preservation and take pride in supporting GFWC Headquarters.

GFWC SIGNATURE PROGRAM: DOMESTIC AND SEXUAL VIOLENCE AWARENESS AND PREVENTION FUND

Improve the lives of domestic violence survivors around the country by making an investment in their future with a donation to the ***GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention Fund***. Money from the fund will allow GFWC to award intimate partner violence survivors with a scholarship, giving them hope for a better tomorrow. The GFWC Success for Survivors Scholarship was created through GFWC's commitment to our Signature Program, to change the lives of survivors as they take the next step in reshaping their future in a positive way through higher education. For nearly half a century, GFWC has fought to eliminate domestic violence, and the establishment of this fund is one way that GFWC moves towards achieving that goal.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising and Development projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Fundraising and Development Advancement Plan. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

LEADERSHIP
ADVANCEMENT PLAN

Leadership Is Personal Development and Influence

This Advancement Plan contains valuable information, including practical ideas and resources to assist clubs in developing leadership skills in their members. Whatever talent you use, leadership always involves taking risks, being innovative, and promoting new directions. Some may talk about being born leaders, but most of us learn how to be a strong leader and we should never stop learning and stretching. Just as "management" as a philosophy has evolved through the years into "leadership," there has also been a growing realization that leadership development involves personal growth and improvement and influencing and fostering others. Both areas have been addressed in this plan, and we are excited to introduce an entirely new resource for members and clubs called the Leadership Toolkit, detailed in this plan. Additionally, we will offer a leadership development online book club and newsletter content.

LEADERSHIP DEVELOPMENT IS PERSONAL DEVELOPMENT

"Who you are comes before what you do. Leadership is being before doing." — JOHN MAXWELL

DEVELOP POWERFUL PRESENTATION SKILLS

Studies show our number one fear is the fear of public speaking. Anyone can build the skills to be a good speaker by planning, rehearsing, and delivering with flair.

DESIGNING A PRESENTATION

- Identify your focus. Be clear on the purpose of the speech. Know your audience and have a clear goal.
- Research your topic. Collect and confirm information, making sure you have all the facts you need to present and support your presentation.
- Organize your presentation. Consider the main parts:
  - ø Introduction: Get the audience's attention focused by asking a question, giving a startling statistic, sharing a relevant anecdote, or providing a teaser for what is ahead. (5-10%)
  - ø Body: Consider several points to emphasize, ensuring they are relevant and in good order. Use personal stories, humorous anecdotes, and body language to help create vivid images. (70-80%)
  - ø Conclusion: End your presentation with a strong message. (5-10%)

2020-2022 LEADERSHIP COMMITTEE

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Kristin Martinez, Honorary Chairman

- Review and rework the content, checking for interest, strength, and good transitions until it is solid.
- Head the paper with your name, presentation title, event or group name, date, and location.
- Type the speech using an extra-large font size, wide margins, and double spacing between lines and triple space between paragraphs. Number pages and place them in a binder for easy reading.

REHEARSING AND DELIVERING A PRESENTATION

Good speakers do not just write and read or memorize the speech. They know their topic. They make notes, using key words to remind them of key points. When giving a brief, strictly timed speech, you must write out a script to be sure you stay within your time limit. Choose your words carefully to minimize their use while maximizing the impact of your main points. Write and rework the presentation to delete words that do not add to the meaning. Practice your presentation in front of a mirror several times to familiarize yourself with the script. This will help maximize your ability to maintain eye contact with your audience and will also increase your level of confidence.

DELIVERY GUIDELINES

- Arrive early to check the set-up and make sure all equipment, including microphones, projectors, and screens, are in place and good working order.
- Have a glass of water next to you.
- Start promptly. Use a small clock or timer and end on time.
- Make eye contact with the audience. Look up from notes every five to ten seconds to connect and SMILE!
- Speak louder and a bit slower than normal. Speak with expression and emphasis through voice and facial expressions.
- Stand with your feet shoulder-width apart while keeping your hands relatively still.

HANDLING QUESTIONS WITH CONFIDENCE

Decide if, and when, you will take questions from the audience. To handle questions with authority:

- Consider in advance possible questions and responses, especially challenging ones. Rehearse with a partner. Smile and calmly respond with a positive answer.
- Explain at what point during the presentation questions will be taken and how individuals will be recognized. Point out the microphone to be used.
- Maintain control of the questioning. Formally recognize the questioner before he/she speaks and limit the number of questions. Allow only one person to speak at a time.
- Listen to the question and look at the person posing the question. Paraphrase the question for the audience. If a question is pertinent to one person, answer in a manner that provides information to everyone, if possible, and maintain good eye contact with the audience.
- Kick-start the question period if questions are slow to begin by providing a frequently asked question and then answer the question.
- Offer to take the person's information and get back to them if you are uncertain of the answer to a question.
- Emphasize the need to allow time for others to ask questions or express their opinions if an individual strongly disagrees with you and refuses to stop talking. Thank the person for his/her opinion, noting that there are different schools of thought on the issue.
- Avoid repeating, "Thank you; that's a good question" after every question, as it seems insincere. Be as thoughtful as possible in your responses.
- Close out the questions and finish your presentation with a powerful closing statement that will resonate with the audience and reinforce your message.

TIPS FOR POWERPOINT PRESENTATIONS

- Stand on the left side as the audience sees you. Stand away from the computer and use a remote control, when possible.
- Turn off the computer screen saver. Adjust the energy saver so that your computer will not shut down before or during your presentation.
- Learn how to use the switch (often a function key) that toggles your laptop and projector screens on. Keep colors, graphics, and special effects simple. Test your slides for size and readability.
- Keep the words on the screen to a minimum – do not type a whole paragraph. Use one sentence or phrase to communicate your points and then elaborate on your point verbally. Combine graphics and text to engage your audience.
- Prepare for contingencies with backup files, an extra power source, and spare batteries for your remote control.

STEPS TO EFFECTIVE TIME MANAGEMENT

ANALYZE

- Analyze your time management issues and set realistic deadlines for projects.
- Delegate when possible or necessary.
- Maintain an uncluttered workplace.
- Handle paper one sheet at a time.

ORGANIZE

- Make a detailed list of projects or tasks to be completed, with specific deadlines.
- Organize work according to your personal time schedule. If everything on your list is not completed, add it to your next list.
- Know how much time a task will take.

ORGANIZE

- Put tasks in order of importance.
- Focus on one task before proceeding to the next one.
- Keep dates and commitments in mind. Consider if other people will be involved.
- Handle emails and calls in clusters, and if possible, set aside specific times to respond.

SCHEDULE

- Take the list and begin working your tasks into your schedule.
- Break a task into smaller parts if a prioritized task seems too big to accomplish.
- Leave time in your schedule for unexpected activities.
- Create a calendar that highlights important District, State Federation, and GFWC dates. This should be shared with your successor.

LEADERSHIP & PERSONAL DEVELOPMENT RESOURCES

BOOKS

We will feature some of these books in our online leadership ESO book club:

The Leadership Challenge, Kouzes & Posner
Girl, Stop Apologizing, Rachel Hollis
Dare to Lead, Brene Brown
How Women Rise, Sally Helgesen & Marshall Goldsmith
Never Split the Difference, Chris Voss
Tiny Leaps, Big Changes, Gregg Clunis

Getting Things Done, David Allen
Atomic Habits, James Clear
Emotional Intelligence 2.0, Travis Bradberry
Start with Why, Simon Sinek
Developing the Leader Within You 2.0, John Maxwell
Ted Talks Guide to Public Speaking, Chris Anderson
Who Moved My Cheese? Spencer Johnson, MD

WEBSITES

LivingAsALeader.com: Good blog articles and book summaries
ctb.ku.edu/en/building-leadership: Community Tool Box, Building Leadership resources
ReaditForMe.com: Paid subscription service 200+ book summaries
JamesClear.com: Building systems and habits
Trello: Free project management, also an app
Genhq.com: Leader in generational studies

TED TALKS

Amy Cuddy: *Your Body Language May Shape Who You Are* (power posing, book is *Presence*)
Simon Sinek: *How Great Leaders Inspire Action* (book is *Start with Why*)
Brene Brown: *The Power of Vulnerability* (books are *Dare to Lead, Doing Greatly, Rising Strong*)
Dan Pink: *The Puzzle of Motivation* (book is *Drive*)
Natalie Fratto: *3 Ways to Measure Your Adaptability, and How to Improve It*
Stanley McChrystal: *Listen, Learn, then Lead*
Drew Dudley: *Lollipop Moments*
Search any topic you are interested in for many other resources

PODCASTS

Craig Groeschel Leadership
Nourish Joy
Tiny Leaps, Big Changes

LEADERSHIP DEVELOPMENT OF MEMBERS
"Leadership is the art of harnessing human energy to create change, to make a difference, and to get results."
– CRAIG GROESCHEL

WHERE TO FIND POTENTIAL LEADERS

CLUB MEMBER

She is not an officer but will accept responsibility and take initiative. She motivates others by her enthusiasm and may recognize that her interests lie in planning and implementing projects. She may have been a member for a while, but she is creative and energetic doing her job.

FORMER CLUB OFFICER

She has served the club in several positions and may presently serve on your District or State Board of Directors. She is the voice of experience who knows members and their skills. Seek her input, as she can offer valuable suggestions. She should be given opportunities to continue her service.

CURRENT CLUB OFFICER

She has accepted responsibilities that require attendance at additional meetings and good organizational skills. The club members have voiced their confidence by electing her. She should learn her job to do it well. She will ask questions when she is unsure and will seek the advice of respected mentors.

NEW MEMBER

She has only been a member for a short time, but she is eager to become involved. She may not volunteer, but she may accept responsibility when asked by a club leader. She is not limited by preconceived ideas of how things are usually done, and she may require assistance along the way. She may be a much-needed breath of fresh air!

As the leader it is essential you equip your officers and committee chairmen to function effectively. Together you will help your club make a real difference in your community. To do that, regular training will be extremely helpful to ensure they handle their duties and are growing in their leadership capacity. Reviewing and discussing the guidelines for the various officers, and brainstorming ways your leadership team can grow beyond expectations, will help to build strong leadership.

WHAT CAN YOU DO TO BUILD LEADERSHIP?

It is important for leaders to be aware of the challenges involved in identifying and developing prospective leaders and to create an action plan to ensure strong, competent leadership for the future. Most often, people will be more likely to accept leadership positions with a clearer understanding if they have a good idea of what is expected and know that you, as the leader, will nurture and support them along the journey. The leader—whether it is the president, director, or chairman—may consider the following strategies for growing new leaders:

- Consider officers and their responsibilities and prepare a detailed handout for each. Hold a team planning meeting for the new officers, share the responsibilities for each office, discuss the status of activities, and develop a preliminary plan for future projects. By engaging these leaders in understanding their duties and in developing plans, you will help build their understanding and skills.
- Pull members together from time to time, to reflect on progress and needs, and to consider next steps or necessary changes to accomplish the goal.
- Conduct mini-leadership presentations to help members gain a better understanding and develop new skills.
- Step back and allow new leaders to work and grow. While mistakes may be made, if you nurture your new leaders as they find their way, they will grow in skill and confidence. Praise new leaders for the job they are doing.
- Encourage new members to contribute to various activities where their fresh ideas will be helpful.
- Incorporate reports on GFWC activities at club meetings to connect members with the Federation and other GFWC clubs.
- Take advantage of member diversity. Each individual member brings unique skills to the club.
- Mentor new leaders. Support them with suggestions. Encourage participation in all GFWC activities. Travel with them and help with expenses when possible. Provide them with GFWC resource materials. This is an investment that will pay off!
- Share the work. It is easier if members help plan meetings, participate in projects, and write reports.
- Be generous with your appreciation.
- Nurture and prepare successors for their work. Leaders should be supportive.

DELEGATING AND SHAPING NEW LEADERS

Sharing responsibilities keeps members interested and enthusiastic about your club. You might be reluctant to delegate because you want to make sure the job is done "right." However, your way is generally only one of a variety of ways that a job can be done well. If club members are not asked to take on responsibility, they may feel unimportant and become apathetic.

REASONS TO DELEGATE

When leaders delegate responsibilities, members:

- Become more enthusiastic, involved, and dedicated.
- Share tasks, allowing the club to undertake more projects and activities.
- Complete club projects in a time-efficient manner.
- Develop skills and gain experiences that allow them to step into club leadership roles.
- Grow a club that runs smoothly and effectively.

BENEFITS TO LEADERS

- Maintain calm by not spreading yourself too thin and "burning out."
- Gain satisfaction from watching members grow and develop.
- Acquire more experience in executive and administrative functions.

WAYS TO DELEGATE

After thoroughly explaining the requirements and deadlines:

- Ask for volunteers by a show of hands or sign-up sheet.
- Appoint or suggest someone for the task. This shows confidence in ability and potential.
- Assign the task to a committee to take the pressure off the individual or new leader.

GUIDELINES FOR EFFECTIVE DELEGATION

- Support members by sharing resources, information, knowledge, and plans with them. Delegate meaningful segments or portions of tasks.
- Discuss the assigned task and set mutual goals and objectives. Clearly define the responsibilities, expectations, and bounds of authority for each delegated task. Emphasize the end goal, rather than the steps, to encourage creativity and innovation, while retaining focus.
- Give accurate, honest, and tactful feedback to encourage growth.
- Delegate! As a leader, it can be hard to let go because you like being the "doer," but let your appointees have ownership of their assigned jobs.

CREATING A PLAN OF SUCCESSION

An orderly transition of officers is the glue that holds an organization together. It implies stability, confidence, and continuity of operation. We must also be prepared for unexpected vacancies with a written succession plan in place. This can help the club handle the inevitable challenges of leadership transition.

TIPS FOR LEADERSHIP TRANSITIONS

- Identify present and future challenges and the qualifications necessary for a leader to meet them. Prepare a job description to provide a complete depiction of the role and responsibilities.
- Have an established timeline for leadership succession.
- Establish an Emergency Plan, similar to a lesson plan, to include delegation of duties and authority during an unexpected transition.
- Provide leadership development for all members so they will have a broader knowledge of the club, state, and international activities.
- Be sure to get the support of all members for newly placed officers.
- Help new officers feel confident enough to find their own voice.
- Avoid micromanaging new officers. Give them the opportunity to do their job but assist when asked to do so.

Careful planning is the most important part of a successful transition. Plus, a strong transition plan helps members feel confident and secure. Create a structured process to ensure leadership continuity and to retain and develop knowledge and relationships in the future. A powerful succession plan focuses on ensuring the flow of information is open and concise for the new leadership.

Transition planning also helps the current leaders "let go" through sharing the information. There's no "easy" button for leaders, but those who have served long-term positions can face especially tough transitions. They are proud of achievements and are attached to the projects they leave behind.

No matter how long or well a leader has served, it is best for all clubwomen to have a plan for transferring knowledge and authority and letting go of role "ownership." Somehow, all the information that is stored only in the leader's head must be accessed and captured. But how? Consider creating a Transition Plan Checklist or use the one that can be found in the Leadership Toolkit.

SETTING THE TONE & CREATING A HEALTHY CLUB CULTURE

Setting the tone for your organization can be difficult at times, as leadership roles inherently come with stress and a glaring spotlight that can be unforgiving if not handled properly.

Be a leader whom you would want to follow.
When setting the tone for your organization always remember to put yourself in your team's shoes first. If you know that members look forward to coming to club meetings, you have taken a great first step in establishing a culture of success. If the opposite is true, your club cultural climate could be headed in the wrong direction. Assess your club's activities and how club members interact with each other. Do they respect other's ideas and opinions and work together as a team? Are they invested in the club's projects? Or should a new format or ideas be introduced at meetings to increase interest and engagement? Recognize challenges and do not be afraid to propose changes when needed.

Always be accessible.
In setting the tone for your club it is always a good policy to make yourself as accessible as possible to your club members. A collaborative atmosphere where people feel at ease with providing their input on any given topic fosters trust within the club, which contributes greatly to a culture of success.

Always maintain your composure.
Maintaining your composure at all times is a key component to setting a positive tone for any organization you may be a part of. If the leader of a club regularly succumbs to the pressures around her and often loses her composure, you can bet the team around her will follow suit. A cool and levelheaded leader helps to foster a calm, steady culture within the organization.

Stay positive when adversity hits.
It is a given that every club is going to be hit with adversity. The pandemic of 2020 has taught us that! However, maintaining an eye to the future, keeping a positive outlook, and realizing that every setback is only temporary has a direct impact on how the members around you react. Showing confidence that brighter days lie ahead, which they always do, imbues that confidence in the members around you and goes a long way towards building a positive culture for your club.

Make the mission bigger than yourself or the club.
As the leader of any club you have the power to inspire. One of the most effective ways to do this is to clearly articulate the mission you have undertaken and what it contributes to the world around you. Whether serving in your club, District, or State Federation, when members fully understand the lasting impact their efforts will have, there's a buy-in and a passion for fulfilling the mission that goes a long way towards creating a sustainable culture of success.

In leadership roles, it is impossible not to contribute to the culture within the organizations we serve. Setting the right tone and staying focused on maintaining it over time can, and should, ensure that leadership efforts have a lasting impact.

EVERYONE IS A LEADER EVERY DAY

Let us spin the concept of "everyday leadership." Here are seven acts of everyday leaders:

- **Commit**. Passion is a strong desire that can get you to do amazing things. Passion is an emotion to be acted upon. Without action, passion yields no worthwhile results. Passion is the fuel for the fire of action. When you have passion for something, you love it even when you hate it. What are you passionate about? Gardening, exercising, helping animals, teaching, reading, writing, politicking, volunteering, shopping, organizing, art? What do you love even when it is not your favorite?
- **Listen**. I have never heard anyone say, "I am a lousy listener." Almost everyone says, "I am a great listener." The fact of the matter is that we are terrible at it. Everyday leaders engage their power of listening; listen more than you speak. Listen to experts and fellow enthusiasts, including those you disagree with. Absorb their perspectives, insights, and experiences.
- **Communicate**. You have feelings, experiences, opinions, and a voice. All have value. So, share them often. You become an everyday leader by expressing your thoughts and ideas. Even hair-brained, way-out-there input from you is better than silence.
- **Be humble**. We all know so-called leaders who are described as arrogant, entitled, and controlling. Do not be that leader! See yourself as an everyday person whose experiences and voice matter as much as the next person's – no more and no less than your neighbor's. Think of it as coming from a place of community and in the spirit of making life happier for everyone.
- **Innovate**. There are formulas for everything, and they are copied and followed. Predictable books and movies, architectural blueprints and housing developments with no originality, meeting agendas that leave little room for innovation, and how about the unspoken rules! You do not have to shock and awe every chance you get, but think about offering something fresh to further the conversation or something original to move the ball.
- **Learn**. If you are human, you have failed. Failure, however, is not an end to the story, it is a beginning. The trick is to "Fail Forward." What did you learn, what will you change next time? Then, you get back up and keep moving forward. Failure is an everyday leader's protein; it is where the energy comes from.
- **Smile!** Your smile can change the world. It is a powerful tool. Your smile brings hope, light, acceptance, and gratitude.

GIVING AND RECEIVING FEEDBACK

Providing feedback to a colleague or team member can be difficult and scary, especially when it concerns a problem that you believe is harming the organization and/or your relationship with that person. That fear is based on a belief that criticism will harm the relationship, resulting in a tendency to say nothing. However, ignoring negative behaviors means they are likely to continue. In reality, constructive feedback can strengthen a relationship because the knowledge that a person will be honest with you creates and builds trust. Taking the risk to provide feedback shows the other person that you are invested in the relationship and want to work together for the best possible outcome.

HOW TO GIVE EFFECTIVE FEEDBACK

- Give feedback in a timely manner. Feedback must be provided when everyone still remembers what happened.
- Use the sandwich method. Say something positive first, then note something that needs to be improved. Follow-up with another positive comment. People are more likely to work towards improvements when they feel good about their overall performance. Your goal is to encourage them to improve and build on their strengths. If there is more than one concern, address the most serious one first. Once progress is made, you can then build on that to continue improvements.

- Have a conversation among yourselves, but be sure it is a two-way exchange. Bring up the questionable behavior by sharing its impact on you and/or the organization. "I think the direction we had planned to go was not reflected in the information the club presidents received. Were alternative approaches considered?" Asking a question allows the member to reflect on what could have been done differently and provides them with an opportunity to work out a solution.
- Giving feedback should be helpful, not hurtful. The purpose is for both parties to listen and be heard and then learn and grow from the experience.

HOW TO RECEIVE FEEDBACK EFFECTIVELY

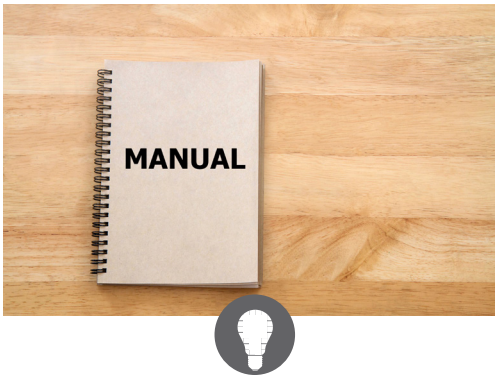
- Listen with an open mind to the person providing feedback. Notice their non-verbal communication and hear what they are leaving out, as well as what they are saying. Be open to understanding what the person is upset about or annoyed with and repeat what you hear to confirm you comprehend their message. "Have I understood correctly that when I did (that action) you felt (this way)?"
- Thank the person who has given you the feedback. They know you listened and understood, now you need to accept the feedback. Acceptance does not mean that you must act on the feedback, especially at the time it is given. However, you do need to consider the feedback and decide how, if at all, you will act on it. Remember the person giving the feedback felt strongly enough to talk to you, so give the matter consideration. Even if you do not agree with the assessment of the situation, you want to understand what caused the response and how to avoid it in the future.

PLANNING IS THE KEY: GFWC CALIFORNIA – GFWC ORANGEVALE WOMEN'S CLUB

The Executive Board of this club embarked on the creation of a Strategic Plan with goals to guide them into the next decade. More specifically, they looked at the needs of the community they serve and how to structure their projects as they began to implement the club's goals.

WORKING TOGETHER: GFWC FLORIDA – GFWC FOUR CORNERS JUNIOR WOMAN'S CLUB

This Junior club's goal in 2019 was to become more visible and active with their two closest communities. They met with the city managers of two close cities to determine how their club might partner with them. By the end of the year, there was an ongoing communication and interaction among the cities and the club.



BRIGHT IDEAS: GFWC GEORGIA- GFWC DAHLONEGA WOMAN'S CLUB

This GFWC club created a club manual in which Community Service Program chairmen were able to review ideas and projects, etc. Even though there was the State yearbook, the club thought having a workbook specific to its club made it more accessible. The book was shared with CSP chairmen at a workshop at the beginning of the club year.

EDUCATIONAL TOOLS: GFWC OHIO – GFWC RIPLEY WOMEN'S CLUB

This club incorporated key ideas from the state directory as a teaching tool for the first five meetings of the year, January through May. "K" for 'Knowledge of the Organization'; "E" for 'Everyone can be a Leader'; "Y" for 'Yes to New Ideas'; and "S" for 'Spotlight the Successes of your Members'. Each member was given a sponge to bring to each meeting to "soak up" lessons. There were also five mini lessons: 'You Can't Please Everyone'; 'Don't Let Fear of Failure of Making a Mistake Hold you Back'; 'Comparison is the Thief of Joy'; 'Don't Wait Around'; and 'Life is Short So Do What Makes You Happy'.

THE GFWC LEADERSHIP TOOLKIT

This brand-new resource is the result of innovative leadership initiatives generated by the GFWC Strategic Planning Committee in 2019. This resource is a digital library of topics that will soon be available in the GFWC Member Portal and will be updated frequently. Topics were recommended by GFWC leaders and will include the following resources, some of which are also available in this plan:

LEADERSHIP DEVELOPMENT IS PERSONAL DEVELOPMENT

- Develop powerful presentation skills.
- Learn effective time management.
- Set achievable goals and casting a compelling vision.
- Personal development resource list (recommended books, podcasts, videos).
- Discover your unique personality and strengths.
- Expore the principles of empowered wellbeing.
- Understand body language cues.

LEADERSHIP DEVELOPMENT OF MEMBERS

- Establish steps to build leadership.
- Identify potential club leaders.
- Delegate responsibilities and shape new leaders.
- Create a plan of succession and a checklist for leadership transition.
- Build effective teams, set a cooperative tone, and instill healthy club culture.
- Provide and receive constructive feedback.
- Implement effective communication tools.

CLUB, DISTRICT, AND STATE FEDERATION LEADER RESOURCES

- Identify all GFWC Deadlines/Awards/Contests.
- Highlight Community Service Programs/Advancement Plans.
- Utilize LEADS agendas for Districts and State Federations.
- Review officer duties and responsibilities.
- Understand the Treasurer's report, information on club budget.
- Conduct business utilizing an agenda.
- Encourage conflict resolution.
- Explore benefits of being Federated.
- Know GFWC's organizational structure.
- Learn how to start a new club.
- Value history and highlights of GFWC.
- Adhere to principles of protocol.
- Follow parliamentary procedure.
- Start with sample bylaws.
- Understand club legal concerns: insurance, liability, waivers, etc.
- Use social media/public relations in your community.
- Plan state meetings, coordinating with hotels.
- Embrace legislative involvement.
- Create a strategic plan for your club/District/State Federation.

GFWC LEADS

The GFWC Leadership, Education, and Development Seminar identifies GFWC members at the local level who have the potential and desire to assume leadership positions in their State Federations and/or GFWC on the national level. Participation in GFWC LEADS can help up-and-coming leaders gain the capabilities, confidence, and commitment necessary to pursue and achieve higher offices and serve with distinction.

GFWC LEADS is held annually on the day prior to the official opening of the GFWC Annual Convention. The program may include the following:

- Overview of public speaking, time management, vision casting, and conflict resolution.
- Explanation of GFWC resources, materials, and assistance.
- Outline of GFWC policies, parliamentary procedure, and protocol.
- Discussion of tips and techniques for pursuing personal growth and developing leadership opportunities.

One attendee from each State Federation and International Affiliate Club is eligible to participate in the annual GFWC LEADS program, which is free to all attendees. In addition, GFWC demonstrates its commitment to training leaders by funding a portion of the expenses of candidates who are members of per capita dues paying clubs. State Federations may also offer to fund a portion of expenses. LEADS candidates are asked to be responsible for a portion of expenses as an affirmation of their personal commitment to their leadership development and training. Contact your state leadership chairman for an application and deadline information.

STATE AND DISTRICT LEADS PROGRAMS

States and Districts are encouraged to hold a LEADS program to identify and develop strong potential leaders prepared to assume club, District, and state leadership positions. By implementing a well-designed LEADS event, the leadership gap of some experience will be addressed, and the talent and enthusiasm of a trained, confident group of volunteers will be more effectively used. The individual member, as well as our organization and communities, will benefit. The leadership can determine when the state or District LEADS program is best conducted. Several sample agendas are available in the Leadership Toolkit for creating half- and full-day events using materials available in the toolkit. Members of the 2020–2022 GFWC Leadership Committee are experienced and have diverse and comprehensive backgrounds. We are dedicated to GFWC and look forward to developing strong leaders through our partnership. The vision we cast as leaders while engaging our members will ensure even greater impact by our GFWC clubs. Each GFWC Region has a representative on the Leadership Committee. Please reach out to these talented leaders for their assistance and guidance.

GFWC LEADERSHIP AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Leadership projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Leadership Advancement Plan. Clubs do not submit entries directly to GFWC.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

LEGISLATION/PUBLIC POLICY

ADVANCEMENT PLAN

Legislation/Public Policy

For more than 100 years, GFWC members have raised awareness of specific issues requiring attention at the national level through their advocacy efforts. GFWC member's advocacy efforts are practical not political. Our GFWC advocacy seeks the implementation of constructive solutions to problems that are national in scope and regional in impact. Our efforts can change lives! GFWC members worked to pass laws affecting highway safety, juvenile justice, women's suffrage, the rights of the disabled, equal pay for women, resources for victims of domestic violence, and penalties for domestic abusers. GFWC members must continue to use public advocacy to seek solutions to local, state, and national concerns.

During the 2020–2022 Administration, the Legislation/Public Policy Committee will be "**G**athering **F**acts & **W**orking for **C**hange." The goals of the Legislation/Public Policy Committee during this Administration include:

- Encouraging participation in the Legislative Action Center.
- Educating members about GFWC's legislative priorities.
- Educating members about the local impact of civic engagement.
- Mobilizing our members to raise a united voice to advocate for GFWC and national priorities.
- Building relationships with the local, regional, and national decisions makers.
- Establishing the GFWC name as a brand that lawmakers and the community recognizes.

THE GFWC LEGISLATIVE ACTION CENTER: A DIRECT LINK TO CONGRESS

The GFWC Legislative Action Center (LAC) is the primary tool that GFWC uses to educate and mobilize its members. Members who sign up for the LAC receive updates on specific legislation GFWC is supporting. These updates let members know when to contact their national legislators about a bill. Additionally, if a State Federation provides GFWC with at least 72 hours' notice, GFWC can send out a legislative alert to that state's members regarding one or more pieces of state legislation. To realize the full potential of this tool, however, members must sign up for the LAC. Sign up for the LAC by going to the GFWC website (GFWC.org), clicking on the "Legislation/Public Policy" tab, and then clicking on the image that says, "Legislative Action Center."

2020-2022 LEGISLATION/PUBLIC POLICY COMMITTEE

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Members should "OPT IN" to receive the notifications issued by GFWC and then "TAKE ACTION" by responding to the notifications. Community engagement requires action in addition to education. Members are encouraged to use the information from the LAC notifications and share it with their local community.

Bring a computer to your club meeting to sign up members. Make signing up for the LAC a club meeting event. Invite a representative from GFWC or your State Federation to answer questions. Explain that they will be notified through their email about action GFWC would like to see taken on a bill and that they can tell their Senators/Representative how they feel by clicking on "Take Action."

BUILDING GFWC RECOGNITION: USE THE GFWC EMBLEM

GFWC's advocacy efforts also help to raise awareness of GFWC as an organization. To maximize this awareness, GFWC encourages members to use the GFWC emblem on all communications, promotional materials, and advocacy efforts.

GFWC members impact our nation and communities through the power of one. One member telling another who tells another is like compound interest – GFWC legislative and public policy initiatives will grow into waves that cannot be ignored!

- When a GFWC member engages in written correspondence with her legislator, she should use the GFWC emblem.
- Whether the correspondence is a traditional letter or an email, the member should sign her name (and the name of her club and State Federation and GFWC) and insert the GFWC emblem.
- The GFWC emblem can be downloaded from the GFWC website.

RESOLUTIONS AND ADVOCACY

GFWC advocates for or against an issue only if a resolution on the issue has been adopted by its members. Resolutions can be found on the GFWC website at www.gfwc.org/wp-content/uploads/2019/10/Resolutions-June-2019-FINAL.pdf. Resolutions are tools members should use to advocate and educate about important issues at the local, state, and national levels. If a subject is not addressed by a resolution, members cannot use GFWC's name to advocate for or against the issue but may advocate as concerned individuals. If members feel an issue needs to be addressed by GFWC, any local club can submit a resolution for consideration to the Resolutions Committee. Every resolution currently in effect started with a proposal to the Resolutions Committee.

ADVOCACY DO'S AND DON'TS

GUESS WHAT?
A 501(c)(3) NONPROFIT ORGANIZATION CAN ENGAGE IN ADVOCACY
AND IT IS OK WITH THE IRS!

Some members are under the impression that because GFWC (or their State Federation or local club) holds Internal Revenue Service (IRS) §501(c)(3) status, its members cannot lobby. IRS guidelines **do not** ban lobbying activities. Rather, the IRS rules limit the types and amount of lobbying that a 501(c)(3) organization may engage in. Lobbying may not be the primary purpose of the organization nor may it constitute a substantial part of the organization's activities. If organizational funds are spent in lobbying efforts, those expenses must be reported on the organization's IRS Form 990 that all 501(c)(3) organizations are required to complete. A 501(c)(3) organization may advocate to raise awareness of an issue or to lobby for or against a piece of legislation. A 501(c)(3) organization may not endorse or oppose specific candidates or political parties. Advocacy by GFWC members is OK and GFWC encourages it!

Here is a list of Advocacy "Do's and Don'ts" to ensure that your State Federation or local club stays within these guidelines:

DO

- Advocate for action on a specific issue or for a specific piece of legislation.
- Contact your national, state, and local elected officials directly.
- Participate in voter registration drives.
- Hold nonpartisan forums to educate the public about one or more specific issues.
- Sponsor candidate forums, ensuring that all candidates receive a formal invitation to participate.
- Give only facts when referring to or speaking about a specific candidate or incumbent.
- Educate candidates on GFWC's resolutions and legislative priorities.
- Use the GFWC emblem when advocating on a GFWC-endorsed issue.

DON'T

- Endorse or oppose a specific candidate or political party.
- Use club funds, facilities, in-kind donations, publications, or events to promote a specific candidate or political party.
- Ask candidates to sign a pledge on any issue.
- Offer opinions about an incumbent or candidate.
- Support legislation that conflicts with a GFWC Resolution.

* A State Federation that takes a position in conflict with any GFWC Resolution must register a minority opinion with GFWC. If a State Federation takes legislative action on an issue that reflects this minority opinion, it must make clear that its position does not represent that of GFWC.

WHAT TO ADVOCATE FOR: UNLOCKING THE GFWC RESOLUTIONS

GFWC's national advocacy efforts are based on GFWC Resolutions. GFWC will never ask our members to advocate for or against any issue that is not addressed by a specific GFWC resolution. Our resolutions address issues that are national or international in scope and that are germane to the work or interests of GFWC members. Currently, there are approximately 200 GFWC resolutions addressing issues such as domestic violence awareness and prevention, education, women's health, promotion of the arts, conservation, highway safety, gun safety, and the United Nations/UNICEF. Many resolutions call for GFWC members to advocate not only for national legislation but also for state laws that address a specific issue. Examples of state legislation that would address a problem national in scope include laws involving domestic violence, gun safety, highway safety, human trafficking, and education.

The GFWC Resolutions are easy to find! Members can download a PDF of the GFWC Resolutions from the GFWC website (www.gfwc.org/wp-content/uploads/2019/10/Resolutions-June-2019-FINAL.pdf) or purchase printed copies through the GFWC Marketplace (GFWC.org\membership\marketplace or 1-800-443-GFWC (4392).

HOW ARE RESOLUTIONS DRAFTED AND ADOPTED?

GFWC individual members control the legislative agenda via the resolutions process. Under the GFWC Bylaws, the Resolutions Committee proposes all resolutions to the GFWC membership for adoption or rejection. The Executive Committee, individual State Federations, and the GFWC Community Service Program Chairmen, Standing Committee Chairmen, Special Committee Chairmen, and International Liaisons Chairman may submit proposed resolutions to the Resolutions Committee. The committee studies the proposed resolutions and determines which resolutions to bring before the GFWC membership. Additionally, the Resolutions Committee may propose resolutions based on its own research or input from GFWC members and/or any of the GFWC committees. Resolutions are debated and voted on by delegates at the GFWC Annual Convention. Prior to Convention, proposed new resolutions (as well as any current resolutions proposed to be continued, amended, or rescinded) are posted on the GFWC website and are included in the "Call to Convention" in the Spring issue of *GFWC Clubwoman Magazine*. When a resolution is brought to the convention floor, delegates can debate and amend that resolution. If a majority of voting delegates vote in favor of a resolution, the resolution is adopted and

is a basis for GFWC public policy initiatives and advocacy activities. Attending the GFWC Annual Convention as a delegate makes each member an active participant in GFWC's legislative process. You are the decision makers!

After adoption, a resolution is reviewed no less than once every four years by the Resolutions Committee. The Resolutions Committee recommends that the resolution either be maintained without change or that it be updated through the amendment process. Alternatively, where the purpose of a resolution has been accomplished, the committee will recommend that it be rescinded. The continuation, amendment, or rescission of a resolution is also decided by majority vote at the GFWC Annual Convention. Just as a GFWC State Federation can submit a new resolution, it can also propose changes to existing resolutions.

INTERESTED IN SUBMITTING A PROPOSED RESOLUTION TO GFWC?

Before submitting a new resolution, you should review the current GFWC resolutions to ensure a similar one does not already exist. If there is no resolution addressing that specific issue, the GFWC Executive Committee or any of the GFWC Community Service Program Chairmen, Standing Committee Chairmen, Special Committee Chairmen, or International Liaisons Chairman may draft a proposed resolution and submit it to the GFWC Resolutions Committee. Local clubs or individuals should submit a proposed resolution to their State Federation for consideration at its next state convention.* Resolutions passed at state conventions should then be forwarded to GFWC. Proposed resolutions must be typed and accompanied by supporting documentation.** All proposed resolutions must be submitted to the GFWC Resolutions Committee Chairman by November 1 of the year preceding the GFWC Annual Convention at which the resolution will be considered (e.g., resolutions to be considered at the 2021 GFWC Annual Convention must be submitted no later than November 1). Visit GFWC.org\what-we-do\governance for more information about the resolutions process in the GFWC Standing Rules.

* Specific procedures for proposing and adopting resolutions at the state level should be outlined in each State Federation's bylaws.

** Supporting documentation would include articles, surveys, statistics, reports, and studies that support the facts on which the resolution is based. The Resolutions Committee needs to understand WHY this issue is important to GFWC members.

ADVOCATING AT THE LEGISLATIVE LEVEL

Most of GFWC's advocacy efforts take place at the legislative level – our members advocate for or against a specific piece of legislation. We also advocate for the legislature to fund specific programs. Effective advocacy at the legislative level requires that our members engage decision makers and learn that there is an opportunity to advocate at every stage of that process. We all learned in high school how a bill becomes a law, but we are not taught how citizens impact that process. The Legislation/Public Policy Committee wants you to understand your role in the legislative process and how every club member can make an impact.

THE LEGISLATIVE PROCESS: ENGAGING WITH DECISION MAKERS

Legislative work begins with the introduction of a proposal in the form of a bill. One of the most effective ways a GFWC member can influence the passage of legislation is by encouraging her senators or representative to sponsor or co-sponsor a bill. After a bill is introduced it is assigned to a committee. GFWC members can express their opinions to their legislators serving on the committee. The committee process represents one of the best opportunities for GFWC members to express their opinions. If a bill is scheduled for vote, GFWC members should contact their congressmen to advocate for passage or defeat of the bill. The LAC uses its notification process to alert GFWC members about upcoming legislation actions that require attention.

EFFECTIVE LEGISLATIVE ADVOCACY

To be an effective advocate, GFWC members need to build relationships with the decision makers who impact their lives. This requires members to contact their legislators. Contact occurs in three ways: personal meetings, written correspondence (letters and email), and telephone calls. Here are some suggestions to help maximize the effectiveness of your advocacy efforts.

MEET WITH YOUR LEGISLATOR

- Schedule an appointment in advance.
- Open the meeting by identifying yourself as a constituent and explain your GFWC affiliation. Emphasize the fact that you are speaking for yourself and others, if appropriate.
- Assume that neither the legislator nor the legislator's staff has any detailed understanding of the issue at hand or any knowledge about GFWC.
- Be prepared with a short, direct, and fact-based statement of the issue in question and the specific action you are asking the legislator to take. Relate how the issue affects you, other constituents, and/or specific groups. Let them know why the issue is important to their constituents.
- Have a "Leave Behind." Bring information you can leave with the legislative staff. Include the following: a succinct, one-page fact sheet; in-depth materials (for legislative aides who may want more information); information on GFWC and your State Federation or local club; your name and contact information. Place all of these items in a single folder and, if possible, affix a GFWC logo sticker to the front of the folder or purchase GFWC folders through the Marketplace.
- Be sympathetic to the time demands made on legislators and their staff.
- Remain fact-based and focused on the action you want the legislator to take. Do not argue with the legislator or staff member. Always remember that advocacy is about educating so action can be taken. Be passionate – not personal.
- Follow-up after the meeting to see if there are any questions or any requests for additional information.
- Once you have established contact with your legislator's office, keep a line of communication open by touching base periodically with new information on the issue you met about or on other issues. Build that relationship.

WRITE YOUR LEGISLATOR (OR EMAIL)

- Address your legislator as The Honorable, Senator, Representative or Congressman/Congresswoman on the envelope and greeting. Insert the GFWC emblem on your correspondence.
- Open the letter or email by identifying yourself and your GFWC affiliation.
- Explain the reason for your letter/email and refer to the specific legislation you want addressed. Be specific about the action you want your legislator to take. Explain how the issue in question directly affects you, your family, and/or your community.
- Keep the correspondence succinct and direct. Include as many relevant facts as possible, citing sources for those facts, if available. Keep it as short as possible while still getting your point across.
- Address no more than one issue in your letter/email.
- Sign your name.
- Understand that due to security concerns, mailed correspondence can be delayed for weeks. When time is short, email is a more effective and timely means of communication.

CALL YOUR LEGISLATOR'S OFFICE

- Phone calls are an excellent advocacy tool when an immediate vote is scheduled to take place on a bill of interest.
- Unless you are a friend of the senator or representative, you will typically speak with a member of the legislator's staff. Ask that your position be transmitted to your senator or representative and request a written response from the legislator's office.
- At the outset of the phone call, give your full name, address, and GFWC affiliation.
- Identify the specific action you want your senator or representative to take.
- Keep your call short and focused. Remain fact-based and do not engage in debate or argument.
- Do not abuse the phone system – flooding the phone switchboard can result in a negative image of GFWC. Find that happy medium of a recognizable number of phone calls but not an abusive activity.

INVITE YOUR LEGISLATOR TO SPEAK

- Every GFWC club, State Federation, and Region needs speakers for events.
- Your local, state, and national legislative representatives are *free* speakers.
- Invite them to bring greetings, offer comments, and update your members on important local issues.
- Ask a legislator to present a keynote speech at your event. Let them pick the topic or mention areas your members are concerned about, so they know who they are speaking to.
- Ask them to speak about an area of concern they are passionate about. For example, one legislator who was invited to speak had been a registered nurse prior to her election to public office. Her passion was immunizations and the need to educate parents as decision makers in their children's lives. She was an effective speaker, supplied materials clubwomen could take back to their local club, and was a valuable resource when the State Federation was reviewing a proposed resolution.
- Always remember to be respectful. You may not agree with everything the legislator talks about, and it is okay to ask difficult and thought-provoking questions, but never be disrespectful.
- A speaking invitation can open the door to further communications. Once opened, keep your foot in the door to develop a productive relationship.

MAKING GFWC'S PRESENCE KNOWN: THE 2020-2022 LEGISLATIVE FOCUS

During the 2020–2022 Administration, GFWC members will journey together through the public advocacy and legislative process. The Legislation/Public Policy Committee, in conjunction with the Special Program Chairmen, Community Service Program Chairmen, Resolutions Committee, and Executive Committee, will identify a piece of legislation which impacts each project area. GFWC will ask that GFWC members advocate for the passage of these measures. As part of this project, GFWC will track these bills through the legislative process. Every GFWC member who has signed up with the LAC will be notified when:

- The bills are introduced.
- A specific bill is referred to a committee.
- A bill is coming up for committee vote.
- A bill has been voted out of committee.
- A bill is scheduled for a floor vote.

At each step of the way, GFWC will let members know what action needs to be taken via the LAC. These actions could include contacting a committee or subcommittee chairman to urge them to schedule a committee vote on the bill; contacting Senate and House leaders to schedule a floor vote on the bill; and contacting your congressional representatives to urge their support of the bill. It is critical that GFWC members respond to these requests for action. Just being a member on paper is not enough, you must advocate.

ADVOCACY AND ISSUE AWARENESS: PROCLAMATIONS

A significant part of advocacy includes bringing attention to a specific issue or group. State Federations and local clubs can help raise awareness by asking their state or local governments for a proclamation recognizing a specific awareness day, week, or month (e.g., Domestic Violence Awareness Month in October). You can also request a proclamation recognizing Federation Day (April 24) or the anniversary of a club or State Federation.

Your chances of receiving a proclamation are greatly enhanced if you present a draft of the proclamation. When drafting a proclamation, follow these guidelines:

- Proclamations usually consist of two to five factual statements about the organization, issue, or event being recognized. Each of these statements should be preceded by the word "WHEREAS." (For example: "WHEREAS, The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.")
- Following the factual statements, you should have one or more sentences that present the organization or event being recognized. The first of the sentences begins with the words "THEREFORE RESOLVED," and subsequent sentences begin with the phrase "AND FURTHER RESOLVED." (For example: "THEREFORE RESOLVED that the Town of Jones recognizes April 24 as Federation Day.")

- When presenting the proclamation to officials, have them sign in descending order of rank. You may request proclamations from more than one entity (e.g., you could ask for a proclamation from your state, your county, and your city).
- For each proclamation ask that the entity apply the state/county/city seal to mark your proclamation as official.
- Promote the fact that the proclamation was issued on your website and on social media. Ask the local newspaper to print a photo of the proclamation being presented to your club.
- Share the proclamations with GFWC's Legislation/Public Policy Committee Chairman so GFWC can share in your success.

CLUB LEVEL ADVOCACY

Individual GFWC clubs can create awareness about the need for advocacy and train their members to be effective public advocates. Once a clubwoman becomes an advocate, she plays a vital role in the legislative process.

EDUCATE MEMBERS ABOUT GFWC'S ADVOCACY EFFORTS

- Appoint a club Legislation/Public Policy Chairman or designate a member to be responsible for reporting to the club on GFWC's advocacy efforts and resolutions.
- Give a club presentation on the GFWC Legislative Action Center. Have one or more members bring their computer to the meeting and help club members sign up for this advocacy tool.
- Educate members on the GFWC Resolutions by reading one at every club meeting and asking members why it is important in your community.
- Include a short article about a GFWC Resolution in every club newsletter. Do not just reprint them, talk about what it asks from members and why.
- Give a presentation on the bills that will be the subject of the 2020–2022 Legislative Focus Project.
- Reprint information from GFWC in your club newsletter or forward it to members via email.
- Invite a Legislation/Public Policy Chairman or committee member from the national, state, or district level to speak about GFWC's impressive history of advocacy and its current advocacy efforts.
- Provide club members with information about the Woman's History and Resource Center and the history of GFWC, which can be obtained from the GFWC website or purchased through the GFWC Marketplace.

EDUCATE MEMBERS ON THE LEGISLATIVE PROCESS AND HOW TO ADVOCATE

- Present a club program on how a bill becomes a law. Consider playing the video "I'm Just a Bill" from Schoolhouse Rock (available on YouTube), which provides lots of information about the legislative process. It is something we have all seen but it is a cute "refresher" course!
- Encourage club members to contact their senators and representatives via written correspondence (email), the LAC, or phone calls. Provide them with the tips for communicating with their legislators found in the Club Manual.
- Draft and distribute a sample letter or email for club members to send on a specific issue.
- Bring paper, envelopes, and stamps to a club meeting and have members write to their senators/representative urging passage of a bill or write to the senator or representative chairing the committee to which the bill was sent urging it be voted out of the committee. Do not forget to include the GFWC emblem on your correspondence.
- Circulate a sample email that members can copy and paste into an email to their senators or representative urging passage of a bill, or write to the senator or representative chairing the committee to which the bill was sent urging it be voted out of the committee. Do not forget to include the GFWC emblem on your email.
- Present a program to teach members about the various levels of government (city, county, state, and national) where they can use their advocacy skills.
- Develop and distribute a directory that lists contact information for public officials and their staff. Include this information in your club directory and update it frequently as office addresses often change.

EDUCATE MEMBERS ON THE ISSUES

- If your club becomes interested in a specific issue, invite an elected official to a meeting to discuss the issue. Make this an open meeting, where you invite the public to attend.
- Become familiar with women's caucuses at both the state and national level. Determine what issues they are focused on and if those issues also interest your club.
- Educate your members and the community on the effect of budget cuts on programs designed to benefit women and children.
- Ask members to be on the lookout for articles on public policy issues that are of interest and/or concern to them. If possible, email these articles to other members or provide them with copies at the club meeting. Use these articles to foster discussion and debate on public policy issues.

HELP MEMBERS TAKE ACTION

- Make an appointment with a state or national legislator in his or her home office to discuss GFWC's top legislative priorities.
- If there is an issue before a legislative body that you want to advocate for or against, hold a letter-writing (email) campaign in your club.
- Hold a legislative day for your club, during which you visit your state legislature or local council meeting to advocate for an issue or piece of legislation that is important to you and your community. Consider partnering with other groups. For instance, if the issue is domestic violence, consider partnering with a state or local advocacy group whose sole focus is domestic violence awareness and prevention.
- Sponsor a voter education night in your community to inform voters.
- Sponsor a voter registration drive in your community. Visit NonprofitVote.org (www.nonprofitvote.org) for information, resources, and handouts.
- Ask a GFWC member who works as a public servant to share how her membership encouraged her to seek her current position and/or enhance her skills.

MOCK LEGISLATIVE SUMMIT

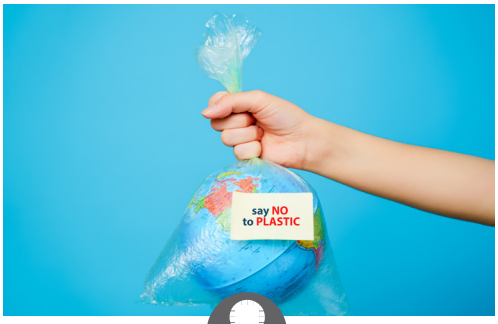
The GFWC Juniorette Diamonds of Picayune (MS) conducted a daylong "Mock Legislative Summit." Participants included members and students who engaged in club HOBY workshops. A State Senator was the facilitator and a keynote speaker. Using GFWC Resolutions Committee materials, students learned how to write resolutions and how a bill travels from proposal to passage. Students broke into groups and drafted two potential bills for the legislature: one providing harsher penalties for those convicted of animal abuse and another providing education funding directly to classroom teachers.

LOBBY FOR TRANSITIONAL HOUSING

The GFWC IFC Progress Club (IN) successfully lobbied the legislature to assist with funding for Dismas House of Indiana, a nonprofit that provides transitional housing and other support services to recently released inmates. Those who completed the program have a recidivism rate of only 15%.

CLUB LEGISLATION AND PUBLIC POLICY COMMITTEE

The GFWC Woman's Club of Cypress (CA) formed its own Legislation and Public Policy Committee. The committee met regularly to discuss both pending state legislation and local legislative issues, and it made recommendations on whether the club should support, oppose, or remain neutral on specific legislative initiatives. This information was shared at club meetings and in the club newsletter, so club members could write their legislators to support or oppose certain pieces of legislation.



LEGISLATIVE CALL TO ACTION

The GFWC Suburban Woman's Club of Pompton Plains (NJ) had a "Legislative Call to Action," advocating for a ban on single-use plastics (e.g., plastic grocery bags and plastic straws). The club lobbied the state legislature to either ban or tax such items. The club lobbied local restaurants and national fast-food restaurant chains to eliminate straws or switch to paper straws. They also lobbied grocery stores to reward shoppers for bringing their reusable grocery bags and/or to charge for plastic bags. Well-researched statistics were used.

AWARDS

GFWC recognizes outstanding and creative work in implementing the Legislation/Public Policy projects as follows:

- A certificate to one State Federation in each membership category
- A $50 award to a single club for the most creative and effective project

To be eligible for awards, each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Legislation/Public Policy projects. Individual clubs do not submit entries.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

MEMBERSHIP

ADVANCEMENT PLAN

Unity in Diversity

The General Federation of Women's Clubs is proudly represented in thousands of communities around the world by dedicated volunteers who work to better the lives of others, make cities and towns better places to live, and extend the hand of friendship to those near and far. We are individuals of diverse talents, interests, and backgrounds united by a dedication to community improvement through volunteer service.

GFWC offers a network of support for 80,000 clubwomen who volunteer on a local, state, national, and international level. Working together, we constitute a powerful, service-oriented organization that encourages volunteerism through training and coaching, leadership opportunities, personal enrichment, and many other benefits. Various GFWC resources, from members-only materials to legislative alerts, support individuals and clubs in their volunteer efforts.

The many benefits of belonging to GFWC include:

- STRENGTH IN UNITY. GFWC members strengthen their voice in shaping public issues and policy through the combined efforts of women serving in their club, District, State Federation, Region, or at the national level.
- SUPPORT AND ENCOURAGEMENT. GFWC offers members a network of women with similar interests and concerns. Fun, fellowship, and lasting friendships are a large part of the GFWC experience.
- LEADERSHIP TRAINING AND PROFESSIONAL DEVELOPMENT. Knowledge and experience acquired through GFWC volunteer training and community service can enhance a personal resume and open the door to new career or personal opportunities. Or, prompt new academic pursuits and success in a wide variety of fields.
- A VARIED VOLUNTEER MENU. GFWC offers many national resources to help clubs plan and create community service projects in the diverse areas of Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness. GFWC also supports Special Programs that advance Domestic and Sexual Violence Awareness and Prevention and encourages members to become Advocates for Children.
- HEALTH AND HAPPINESS. Studies show that the personal satisfaction that comes from making a positive difference helps volunteers live longer, function better, suffer fewer ills, and enjoy life to the fullest.

2020-2022 MEMBERSHIP COMMITTEE

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MARKETING GFWC MEMBERSHIP

The more you TELL, the more you SELL, so tell the benefits of GFWC membership whenever you can. Assure a prospective member that her experience will be rewarding, challenging, and stimulating. Bring GFWC and club promotional materials to all projects and events. Promote membership by wearing GFWC emblematic apparel, pins, and buttons.

DEVELOP AN "ELEVATOR SPEECH"

An "elevator speech" is a brief personal statement about something that is meaningful to you, which can be presented in 30 seconds—about the length of the average elevator ride. Chance encounters at grocery stores, coffee shops, community events, and social gatherings are often great opportunities to share your enthusiasm for GFWC with a potential member, but you must be prepared. Even when more time is available, boiling down your passion for GFWC into just a sentence or two is a great way to discern and recognize the value of your membership.

SAMPLE ELEVATOR SPEECHES

I am a member of GFWC—the General Federation of Women's Clubs—a long-standing and productive women's volunteer organization. We are committed to bettering our local communities and those around the world, and we work to improve the lives of women and their families. GFWC volunteers get a lot of joy from working together and helping others. Here, let me give you one of my cards. Call me, I would love to tell you more and invite you to get involved in some of our projects.

GFWC was one of the first volunteer organizations founded by women, and we continue to serve individuals and communities through a wide variety of service projects. Our current national emphasis is Domestic and Sexual Violence Awareness and Prevention. Would you like to learn more? Let me have your number so I can invite you to our next meeting.

Thanks for asking about my pin! GFWC is a sisterhood of women in clubs across the country who support their communities and like to help others. We have a good time doing it, too. Would you like to come to our next lunch and learn? We will be discussing local gardens, the importance of pollinators, such as bees and butterflies, and their role in healthy, vibrant gardens.

I am a member of a GFWC Junior Club, an organization with members across the country. Our club meets once a month, except in summer, and we work primarily on children's issues, but we do all kinds of things. One of my favorite projects is our annual Kentucky Derby Party, a fundraiser for Shot@Life, which ensures children around the world have access to vaccines. You would be great on our decorations committee! Here is my card, look at the GFWC website and give me a call.

PROMOTE THE VALUE OF GFWC

Do you realize that your annual GFWC membership dues are just $15 a year? Many people spend that much money for a movie and popcorn, or a music CD, without a second thought. Your dues provide:

- The GFWC Club Manual, which contains information and resources strengthening your club's activities in Communications and Public Relations, Fundraising and Development, Leadership, Legislation/Public Policy, Membership, and the Women's History and Resource Center.
- The Community Service Programs, which offer tools for developing and executing action plans to create effective projects in Arts and Culture, Civic Engagement and Outreach, Education and Libraries, Environment, and Health and Wellness, and in our two Special Programs—the Signature Program: Domestic and Sexual Violence Awareness and Prevention, and the Juniors' Special Program: Advocates for Children.
- The GFWC Awards, Contests, and Grants, which provide recognition and/or financial rewards to GFWC members, clubs, and State Federations.
- The GFWC Communication Tools, which offer up-to-date information to keep members and clubs informed and connected:
    - ø GFWC's website (www.GFWC.org) is our cornerstone communication channel that provides

organizational history and current information, notice of upcoming events, member and club highlights, GFWC Marketplace access, and various resource and program materials.
    - ø *GFWC Clubwoman Magazine*, our quarterly glossy magazine, highlights seasonal happenings and events, and provides club information and support, including everything form administrative details to Affiliate Organization initiatives.
    - ø *News & Notes*, GFWC's weekly e-newsletter, provides timely information straight to your inbox, with highlights of various programs, member and club news, plus GFWC Marketplace sales. Look for a link to the GFWC Blog, for an inside peek at many successful club projects.
    - ø GFWC Facebook provides daily updates on historic commemorations and current events. Join the conversation, connect with fellow members, and be the first to know about special offers. Go to www.Facebook.com/GFWCMembers to get started.
    - ø Follow @GFWCHQ on Twitter (www.Twitter.com) for up-to-the minute news from GFWC on events, programs, and Affiliate Organizations.
- The GFWC Member Center, at www.GFWC.org/Membership, contains resources to help members and clubs reap the rewards of GFWC's dynamic network of community volunteers, including:
    - ø Membership Discounts with a listing of companies offering special discounts, such as 80% savings on printing at Office Depot/Office Max.
    - ø A Mediators Program that offers specialized, confidential assistance with difficult issues related to club members and/or club development.
    - ø A Top Projects list from the last year of Award Entries to stimulate new ideas and activities in clubs.
- The GFWC Women's History and Resource Center provides members with access to GFWC Headquarters and its archives through tours, exhibits, publications, and an interactive history timeline on the GFWC website at www.GFWC.org/what-we-do/whrc. The GFWC WHRC publishes a quarterly newsletter that all members can subscribe to via the GFWC Member Portal. GFWC affinity programs offer a variety of member benefits and discounts, including travel and tour opportunities, club liability and D&O insurance, a GFWC affinity credit card, and the ability to direct up to 0.05% of your online shopping through Amazon.com to GFWC.

Add benefits and rewards to this list that are specific to your club. Take time at a meeting to have members share their own stories about membership in the club and how GFWC has been a valuable life resource for them. Personal anecdotes are the best way to effectively communicate the benefits of belonging to GFWC.

SUBSCRIBE

You can subscribe to *GFWC Clubwoman Magazine* at the GFWC Marketplace or by contacting GFWC Headquarters at 1-202-347-3168. Sign up for your complimentary subscription to *News & Notes* through the Member Portal.

RETENTION

After a summer break, many clubs renew their work in August or September. This is an opportune time to strengthen core groups of members.

Start the new club year right by surveying members. For example, you can ask the club officers to give a list of their "Wells and Betters." This includes what they thought the club did well over the past year and what they believe the club could do better. When you are honest with yourselves on your weaknesses, you can develop new approaches, highlight your strengths, and enjoy a renewed sense of purpose and focus.

ENGAGE YOUR MEMBERS

A stable core of experienced members is the backbone of every club. New members can lean on and learn from members who have an institutional memory and history. Working together, experienced members and new members can function like one healthy body—standing tall, moving forward, and making strides toward accomplishing your club's goals. Members who actively participate in club work are more likely to want to continue their membership.

To engage your members, your club should ensure an atmosphere of fellowship and friendship and provide varied opportunities for them to exercise their talents and abilities. Encouraging involvement from both longstanding and new members not only capitalizes on members' creativity, skills, and energy but also increases their commitment and allegiance. Members need to feel useful and have a continuing reason to belong. Consider subsidizing a trip to a convention or conference to help members connect with other members and the Federation. Raffles or fundraisers could produce the revenue to offset the cost.

Find ways to use the talents of ALL members and engage every member in club projects to avoid conflict. Ask for and try to implement member suggestions to keep your club happy, strong, and growing.

SUGGESTIONS FOR ENGAGING MEMBERS

Each club and community are unique. Adopt or adapt these suggestions to revitalize and engage your members:

- Encourage member input through a suggestion box, surveys, one-on-one calls, or by having an informal chat session at a club meeting.
- Establish and maintain an effective system of communicating with members:
  - ø Institute a telephone tree or email list to remind members of regular meetings and special events.
  - ø Create a club newsletter, including a Club President's Message, news about recent program/project successes, upcoming club events, member highlights, and other pertinent information, such as notices from the State Federation, Region, and GFWC.
- Encourage attendance at District, State Federation, Region, and national GFWC events, to learn about important program information and other news. Club leaders should stress that all members are welcome and encouraged to attend GFWC meetings.
- Keep club projects fresh, relevant, and interesting. When members begin to tire of a project, it is time to make a change.
- Initiate brainstorming sessions to give all members a voice in club activities and promote a sense of club ownership.
- Keep a tab on member satisfaction with periodic surveys. Individual interests change with time as members grow and evolve.
- Review the guide "How to Retain GFWC Club Members," which can be obtained from GFWC, for more ideas.

CONDUCT A GFWC FEDERATION REFRESHER

Research shows a positive program on the benefits of belonging to GFWC can increase a club's overall retention rate. This program or "Federation Refresher" is essential for instilling a sense of pride and purpose in both new and seasoned members. GFWC continually looks for new ways to improve its benefits and services to members. All members should be knowledgeable about GFWC, which offers many programs designed to keep members informed and connected. In any refresher, include information on why Unity in Diversity was chosen as the GFWC motto and why it is as important today as it was when it was adopted at the first GFWC Convention.

ENCOURAGE FLEXIBILITY IN YOUR CLUB

If there is one thing that we all have too little of, it is time. Lack of time is one of the most common reasons that clubs lose members. Respect the limits of your members' time by being flexible and efficient, and they will be more likely to make GFWC a permanent fixture in their lives.

- Streamline meetings to ensure they are as convenient and productive as possible and ensure they meet the needs and diversity of club members.
- Schedule meetings at a time that accommodates as many members as possible or consider a "Morning Division" and "Evening Division."
- Email the Treasurer's Report and minutes of the past meeting prior to a regular meeting so they can be reviewed in advance for corrections and/or additions.
- Make an agenda and stick to it. Typically, two hours should be adequate for a full meeting.
- Keep reports brief and to the point by sharing lengthy program considerations and project and personal news in the club newsletter.
- Allow time for discussion but set a time limit on debate.
- Ensure an outside speaker's topic will be interesting and relevant to the club's goals. Inform the speaker of the time limit and be sure it is respected.
- Schedule a period of social time with refreshments before or after the business meeting, so members can attend as their time allows.
- Consider scheduling some social opportunities outside of meeting times. These opportunities can be on a regular basis, like a "Morning Moms" group that meets once or twice a month for coffee after dropping children off at school, or intermittent, such as an impromptu lunch or after-work "wine down." Or, invite members to start a yoga group, book club, or other common-interest activity.

Remember rules, regulations, requirements, and traditions are not set in stone. Parliamentary procedure outlines a set of rules to assist a club in best practices, but those rules are not meant to stifle the fun and enthusiasm of your club. Routinely review club bylaws and standing rules and amend those that no longer serve the club or member concerns, situations, and/or interests. In doing so, pay special attention to those that require attendance at a certain number of meetings or call for a set number of volunteer hours of service.

MAKE IT EASY TO RENEW

When it is time to pay club dues, make the process as easy as possible for members. Consider setting aside a time before or after a meeting or sending an email notice or invoice, in addition to the typical newsletter reminder. Provide a breakdown of annual dues ($15 GFWC, plus state and club dues), so members understand what their money supports.

If a member is delinquent, contact them discreetly. Family illness, job layoff, or other unfortunate circumstances might be a limiting factor. Perhaps a payment plan can be suggested, or the club can establish a fund for such purposes.

TIPS FOR CONNECTING MEMBERS WITH GFWC

Create one-on-one connections with GFWC:

- Encourage attendance at District, State Federation, Region, and GFWC meetings. Plan to go to every GFWC meeting with a full car! Make every trip an adventure.
- Invite a State Federation Officer or another GFWC leader to speak at a club meeting. Use the speaker's area of expertise as the theme for meeting.

Celebrate GFWC:

- Celebrate GFWC Federation Day on April 24 by organizing and conducting a fun community service project. Wear GFWC emblematic apparel or wear **FEDERATION BLUE** (royal blue) so the color becomes associated with club events.
- Ask the mayor to designate April 24 as GFWC (insert name of your club) Day, to recognize the contributions your club has made to the local community.
- Invite television and newspaper reporters to your club's major community service events. Be ready with stories and facts about the impact of your club.

RECOGNIZING AND REWARDING MEMBERS

Members are more likely to remain enthusiastic about a club that has a positive and fun outlook. Members do not join a club to be recognized, but everyone needs and appreciates affirmation. Positive words can mean a lot. Honor and celebrate your members. Look for an opportunity, such as after a big project or fundraiser, to have an awards ceremony with some funny certificates such as the "Duct Tape Award," for the member who can fix anything and the "Little Miss Sunshine Award," to the member who is always smiling. Share a laugh and make them feel special at the same time.

2020–2022 INITIATIVE

Motivational Monday—At the start of each week write a note, send an email, or post a comment on social media using #IAmGFWC to recognize a clubwoman who has done something remarkable, such as chaired a successful project, shared a great idea, organized a meal for a sick member, provided encouragement when someone needed a boost, or has just been their usual terrific self. Be mindful of the many benefits we all receive from our membership and value the work that others do to make things go smoothly. Give a pat on the back on Motivational Monday and let others know you noticed!

RECOGNIZE YEARS OF MEMBERSHIP

You can never say thank you enough! Let members know how grateful you are by celebrating their GFWC service with a GFWC membership recognition pin:

- GFWC Gold Pins are awarded by GFWC to 50-year members. The member's club president must request the Gold Pin, which is free of charge, by filling out a request form available at www.GFWC.org. If State Federation and District leaders also want to recognize long-term members at their meetings, they may request information about recent Gold Pin recipients in their area from GFWC Membership Services at GFWC@GFWC.org.
- GFWC Silver Pins, which recognize 25-year members, may be purchased through the GFWC Marketplace.
- Other pins available for purchase from the GFWC Marketplace include five-year, 10-year, 15-year, 20-year, 30-year, 35-year, 40-year, 45-year, 55-year, 60-year, 65-year, and 70-year pins.

CELEBRATE CLUB ANNIVERSARIES

Each year provides an opportunity to celebrate your club's anniversary, which can be a very meaningful time for all members. Whether it is five or 50 years since the founding of your club, consider honoring one member each year with a "GFWC Clubwoman of the Year" award for their dedication and service. You can also honor a new member with a "GFWC Rookie of the Year" award for efforts to get involved with projects.

GFWC acknowledges milestone club anniversaries with a certificate, letter from the GFWC International President, and recognition on social media. GFWC defines milestone anniversaries as 25, 50, 60, 70, and every five years thereafter. Anniversary dates are based on the date when the club joined GFWC, not the date when the club was founded. GFWC was founded in 1890. Therefore, 1890 would be the earliest year used to calculate an anniversary, even when a club had been founded prior to that time.

To request recognition of a club's milestone anniversary, contact GFWC@GFWC.org or mail your request to GFWC Membership Services, 1734 N Street NW, Washington, DC 20036, ATTN: Anniversaries. Please allow a minimum of 3-4 weeks to process your certificate request. The request must include:

- Complete name of the club.
- Anniversary year being celebrated (25, 50, 60, 70, and every five years thereafter).
- Date (year and month, if possible) when your club federated with GFWC.
- Name and address of current club president.
- Name and address where certificate and letter should be sent.
- Club's deadline for receiving the anniversary certificate.

RECRUITING MEMBERS

Communities across the country and around the globe benefit from the work of GFWC club members every day. One of the most important goals we have is to continue to move forward. New members can be found everywhere we go, the key is to share GFWC with everyone!

During recruiting season, ask every member to bring a friend to your prospective-member event or first club meeting, reaching out to women from various parts of the community. Reward members for bringing in new members—make a game of it! For example, every member who brings a guest to a meeting could receive a free ticket for the next month's raffle. If the guest joins as a member, her host gets five free tickets. Ensure the raffle item is something everyone will want, such as a gift certificate for the mall or a popular restaurant. Regardless of the outcome, recognize all members who participate in recruitment.

Neighbors, friends, co-workers, and relatives all deserve the chance to be a part of GFWC, because GFWC has, does, and will continue to change lives and communities for the better. Recruiting is vital to GFWC success, so it is important that we invite and encourage women to join our clubs.

Recruiting and welcoming new members is an ongoing process that requires the focus and commitment of everyone. The most important aspect of recruitment is the determination to succeed. Without dedication and follow through, no recruitment campaign will be as successful as it could be. The process must have the full support of every club member and be viewed as a shared responsibility.

PARTICIPATE IN GFWC'S "HATS OFF TO MEMBERSHIP" RECRUITMENT CAMPAIGN

Recruitment is a year-round process and the campaigns and reporting of new members reflect this fact. A club that recruits three new members during each season will end the year with 12 new members! Clubs can plan creative membership recruitment campaigns and events around the many national awareness issues and commemoration days that are aligned with GFWC Special Programs and Community Service Programs. The possibilities are endless when we look for diversity.

"HATS OFF TO MEMBERSHIP"
RECRUITMENT CAMPAIGN

Join GFWC clubs nationwide in our popular membership recruitment campaign

June, July, and August
RETENTION
"Staying in the Game"
Report due September 1

September, October, and November
RECRUITMENT
"EXPLORING for NEW MEMBERS"
Report due December 1

December, January, and February
MENTORING
" BUILDING the CONNECTION"
Report due March 1

March, April, and May
RECOGNITION
"Celebrating the Victories"
Report due June 1

Always include Federation facts, food, and fun at any recruitment event! Clubs that are successful in securing three new members from their recruiting efforts will be featured in *News & Notes*. Send the name of the recruiter and the contact information of the new active, dues-paying members to your State Membership Chairman. Only this Chairman can order the recognition pins and circles from GFWC Headquarters. Questions about GFWC Star Recruitment Pins and Circles should be directed to your State Membership Chairman. Clubs should maintain accurate recruiting records that can be passed from one Administration to the next.

SET GOALS FOR GROWTH

If your club starts a new year with a decrease in members, recruit to restore your numbers. Set a goal for growth! Consider asking committed members to help increase GFWC membership by attaining three new members for the club each year.

Every member should have a personal goal:

- Individual members should invite at least one prospective member to a club meeting each year.
- Club presidents should aim for a net gain of three members each year.
- District Presidents should set a goal of one new club each Administration and share information and success stories to encourage other Districts.

IDENTIFY PROSPECTIVE MEMBERS

Wherever you go, you are likely to meet someone who will be interested in your GFWC volunteer service. Prospective members are everywhere!

- At the office: Invite a co-worker who has expressed an interest in a project you are working on to accompany you to a club or project committee meeting. Keep her special interests in mind and point out where her talents could be helpful.
- At social gatherings: Neighbors, friends, friends of friends, and even former members are all people who might want to assist with the projects your club is doing. Follow-up with a phone call or email invite. Consider getting the Membership Chairman involved too.
- At community meetings: Women who volunteer or work with other groups, such as PTA or a garden club, or others who show an interest in community improvement, are also good prospects. Never hesitate to talk about the projects that our club is working on and ask them to lend a hand or get involved.
- At local schools: School administrators, teachers, and other parents who have benefited from your club's programs, projects, scholarships, and other initiatives are good candidates. Schools are also a great opportunity for recruiting Juniorette members or forming Juniorette clubs.

Think of other places and ways to find members. Reach out to diverse groups and explore options for working together. Share news about club events and projects through online services, such as "MeetUp," or on social media for friends and family to see. Consider partnering with other local organizations on a common cause. Wear your pin—you never know who might ask about GFWC.

PLAN A RECRUITMENT EVENT

After identifying a list of prospective members, one of the most effective ways to connect them with your club is to host a recruitment event. There are many options for an event, from an afternoon social held in the home or garden of a member, to a quick and easy "mix and mingle" at a local restaurant or café. Many clubs are discovering that a hands-on-approach can be both fun and fruitful.

Research shows that clubs that plan relevant, stimulating, and meaningful projects that contribute to the growth of individuals and the community are the most successful at attracting new members. Consider looking at the GFWC Special Programs and Community Service Programs for ideas and then choosing a simple but poignant project to feature at a recruitment event. Here are a few ideas:

- Create homemade cards or write encouraging messages to deployed servicemen or local nursing home residents.
- Collect comfort items for a domestic violence shelter and invite the shelter's manager to offer thanks and provide a brief synopsis of the shelter's work.
- Ask members and invitees to donate a book and make no-sew tie pillows at the event to be contributed to a program for underserved children.

SUCCESSFUL RECRUITMENT EVENT TIPS

Consider these tips before planning a recruitment event:

- Begin planning well in advance, at least three months before the event.
- Dedicate a club meeting to brainstorming for the guest list and ask members to bring lists of potential invitees.
- Consider holding award ceremonies in conjunction with the event, showing that the club appreciates and rewards participation.
- Keep the event short, informative, and interesting. Do not inundate guests with too much information.
- Choose a date and time that will appeal to your target audience, accommodating those who work or have childcare concerns.
- Select a venue that is easy to locate. Avoid crowded public areas.
- Provide the Membership Chairman's contact information for follow-up questions.
- Send invitations a month before the event, including the "when, where, and what," along with information on how to RSVP.
- Let invitees know they can bring a friend, which might make them more comfortable.
- Provide club members with the RSVP list prior to the event, so they know who will be there.
- Prepare by downloading and printing GFWC materials or order Living the Volunteer Spirit brochures from the GFWC Marketplace.
- Provide nametags for members and guests.
- Have a designated greeter to welcome guests at the door.
- Have all guests sign in and ask them to complete a Membership Profile (created by the club).
- Introduce each guest and ask them if they would like to say a few words.
- Begin and end on time. Have fun and create a welcoming environment.
- Ask invitees to join the club, if club bylaws allow.
- Follow up with each attendee after the event with a phone call, email, or handwritten note.

REFFERRALS FROM HEADQUARTERS AND FACILITATING TRANSFERS

The GFWC website is often visited by women interested in joining a volunteer community service organization. Typically, an email is received by GWC Membership Services. These potential members have already taken the first step in learning more about GFWC; they are already interested in information about clubs near their home. The hard part is done! Here is what happens next:

- When Membership Services receives an email inquiry, a return email is immediately sent, and the original email is forwarded to the State Membership Chairman.
- The State Membership Chairman (or Junior Membership Chairman, if appropriate) contacts the local club president and provides her with the prospective member's contact information.
- If your club is contacted, do not let this promising lead slip away. A quick phone call or email is all it takes to acknowledge the person's interest and provide an invitation to a club meeting or event.

Likewise, when a loyal member is relocating to a new community and must leave your club, help her contact GFWC Membership Services so she can connect with a GFWC club near her new location. It can be easy to put aside an effort to find a new club during a move, and once she becomes busy with new activities and commitments, a valued member could be lost.

CELEBRATE CLUB MEMBERS' RECRUITMENT SUCCESSES

Star Recruitment Pins and Circles are incentive rewards for successful recruiters. The first five awards, recognizing those who have recruited five to 29 new members, are small star-shaped pins with a butterfly clasp and small chain that attaches to the stem of the GFWC Member Pin. Members who have recruited 30 or more members will be awarded a color circle to wear behind their star pins. Awards are cumulative and can cross Administrations. There are 10 levels:

- Recruiters earn a white star for five to nine new members.
- Recruiters earn a red star for 10 to 14 new members.
- Recruiters earn a blue star for 15 to 19 new members.
- Recruiters earn a silver star for 20 to 24 new members.
- Recruiters earn a gold star for 25 to 29 new members.
- Recruiters earn a white circle for 30 to 34 new members.
- Recruiters earn a red circle for 35-39 new members.
- Recruiters earn a blue circle for 40-44 new members.
- Recruiters earn a silver circle for 45-49 new members.
- Recruiters earn a gold circle for 50+ new members.

Send the names of your club's successful recruiters and the names and contact information of the new, active, dues-paying members to your State Membership Chairman. Only this Chairman can order Star Recruitment Pins and Circles.

WELCOMING AND MENTORING NEW MEMBERS

APPOINT A CLUB MEMBERSHIP CHAIRMAN

While it is true that all members should be involved in the recruitment process, each club should have one person who is willing to step up and take the lead on membership efforts. Electing or appointing a Membership Chairman is an important step to recruiting new members and can make a world of difference to the future of your club. The Membership Chairman should be:

- Organized and efficient.
- Motivated and enthusiastic.
- Knowledgeable and positive about the club and GFWC.
- Comfortable speaking in public.
- Outgoing and happy to meet new people.
- Willing and able to delegate responsibility.

Engage new members by:

- Offering a ride to club and committee meetings and project sites.
- Organizing a seating plan, such as grouping by favorite color, to mix new and seasoned members.
- Conducting an icebreaker at the beginning of each meeting or several times a year.
- Inviting them to travel with you to a District or State Federation meeting.

Consider these suggestions for integrating new members into the club:

- Hold a special initiation or induction ceremony for new members and present them with a GFWC member pin. (GFWC Marketplace offers pins and a GFWC Ceremonies Guide.)
- Encourage a class of new members to plan and execute their own service project under the guidance of an experienced member.
- Find out what skills, talents, and abilities each new member offers and is willing to share (e.g. computer skills, artistic talents, knowledge of specific program or advancement areas, etc.).
- Teach new members about the club and GFWC. Host new member orientations, set up Big Sis/Little Sis or other mentoring programs, and welcome them to each meeting and encourage their participation in discussions and project activities.

GROUP ACTIVITY FOR AQUAINTING NEW AND SEASONED MEMBERS

To retain members, everyone must be excited about the club and its opportunities for personal growth and friendships. Pairing experienced and new members to meet and share ideas and expectations is a good way to accomplish this task. Below are sample questions for a strategic "getting to know you" exercise, but think creatively and adjust them for your needs. Choose thought-provoking questions that will offer new ideas and goal-setting opportunities for the club.

Create groups of equal numbers of seasoned and new members and ask:

SEASONED MEMBERS

- If you could do last year again, what would you do differently?
- What advice do you have for new members?
- What club accomplishment(s) are you most proud of?
- What has GFWC membership added to your life?

NEW MEMBERS

- What would you like this club to mean to you a year from now?
- What ideas do you have for community service projects?
- What personal or professional accomplishment are you most proud of?
- What talents or interests do you want to share with the club?

Allow 15 minutes or more for small group discussions and then gather the groups together to share highlights. Typically, it is more effective for seasoned members to report first, followed by new members.

MENTORING NEW MEMBERS

Mentoring is an effective way to encourage the involvement of new members. Clubs can designate mentors as "Federation Buddies" or "Big Sisters." The job of a mentor is to explain the "who, what, and how" of club work, so new members understand the club's structure, activities, affiliation with GFWC, and how each part relates to the others. To find mentors within the club, find enthusiastic, committed members who are interested in helping and supporting new members. Some basic qualifications for a mentor include:

- A high level of interest and knowledge about the club and GFWC.
- The willingness and ability to devote the necessary time and energy to be an effective mentor, including offering a GFWC Orientation before the club year begins.
- The openness to share some common interests, such as hobbies, family situations, business connections, etc.

Mentors can be assigned before or after a new member is welcomed into the club. Establish some guidelines, such as when the mentoring period begins, what it consists of, and how long it extends. Here are some basic tasks that are typically part of a mentoring relationship:

- Accompanying the new member to club meetings and other functions; making them feel at home.
- Introducing the new member to the club and individually to members.
- Staying in touch to encourage participation and engagement.
- Sharing information on the GFWC programs and special projects of the club.
- Explaining club rules, routines, customs, and traditions.
- Encouraging a connection to GFWC and attendance at District, State Federation, Region, and GFWC meetings and events.

GET AN EARLY START ON RETAINING MEMBERS

The process of retaining club members can never start too early. The addition of new members signals the start of the most critical part of any membership plan—new member retention. The first year is the most crucial in a GFWC clubwoman's membership. New members must immediately feel they can make a meaningful contribution to the club and community. By inviting and encouraging new members to be involved, you will build loyalty and commitment to the club's service projects and GFWC's mission. At the end of a new member's first year, let them know how much you appreciate their work and enthusiasm. Then, continue to build a solid foundation by asking for their feedback. Did the club meet their expectations? What did they enjoy most about their membership? How would they like to participate in the coming year?

ESTABLISHING NEW GFWC CLUBS

GFWC clubs and individual members are encouraged to look for opportunities to build a new GFWC club or federate an existing, non-GFWC club. The Membership Chairmen should be well-versed on the points of the GFWC resource, "How to Build a NEW GFWC Club." An existing GFWC club can sponsor any type of club. A Woman's Club might sponsor a collegiate club at a local university or a Juniorette Club at the high school. A Junior Woman's Club might start a cyber club. Whatever the case, State Membership Chairmen and the GFWC Membership Services Department will be glad to provide assistance as needed.

GFWC MEMBERSHIP CATEGORIES

Before federating a new GFWC club, it is important to understand the many GFWC membership categories specified in the GFWC Bylaws, as well as those defined by membership practices. The following types of clubs are recognized by GFWC.

ACTIVE

WOMAN'S CLUBS

These clubs are clubs that are not otherwise designated as Junior, Juniorette, International, or National Clubs. This group constitutes the largest portion of active membership.

JUNIOR WOMAN'S CLUBS

These clubs hold active membership status and participate in the regular programs of GFWC. Junior Clubs vary in age range and not all states have Junior Clubs or membership categories. Some State Federations have an age cap on Junior membership, while others do not. At the GFWC level, Junior Clubs are represented by the GFWC Director of Junior Clubs, a nationally elected officer who serves as a member of the GFWC Executive Committee for one Administration and presides over all Junior functions at GFWC meetings.

JUNIORETTE CLUBS

These clubs are composed of young women in middle school or junior or senior high school with an age range from 12 to 18 years old. Juniorette members can have voting privileges at the GFWC Annual Convention, are eligible for awards, and have state reporting responsibilities, like other active clubs. Juniorette Clubs must be sponsored by a Woman's Club, Junior Woman's Club, District, or State Federation. It is recommended that each Juniorette Club have a GFWC Advisor. For guidelines on establishing a Juniorette Club, refer to the Juniorette Club Handbook at www.GFWC.org.

NATIONAL CLUBS

These clubs are clubs that have a nationwide membership composed of Past Region Presidents, Past State Presidents, and Past State Directors of Junior Clubs from one Administration. The GFWC Booster Club, composed of friends and relatives of individual members, is also a National Club. All National Clubs pay per capita dues to GFWC.

INTERNATIONAL CLUBS

These clubs are composed of members who reside outside the United States that pay per capita dues to GFWC.

ASSOCIATE

NATIONAL ORGANIZATIONS

These organizations are national in scope and their work is germane to GFWC programs.

INTERNATIONAL AFFILIATES

These clubs, federations, and associations are composed of members who reside outside the United States. Their work is germane to GFWC programs and they pay flat-rate dues. If you or someone in your club has an international connection, consider facilitating the creation of a GFWC International Affiliate Club. For assistance, contact GFWC Membership Services and the Chairman of the GFWC International Liaison Committee, who is responsible for maintaining communications and a strong bond with these clubs.

SPECIAL INTEREST CLUBS

Special Interest Clubs are active clubs paying per capita dues that function in different ways than traditional clubs.

COLLEGIATE CLUBS

Colleges and universities often face the same challenges as traditional communities. A collegiate club functions in the campus setting and provides service opportunities that accommodate the student lifestyle. Juniorettes who have graduated from high school can maintain their GFWC affiliation with a Collegiate Club.

CYBER CLUBS

This new type of club is designed for members who want to engage in volunteer service and membership opportunities but cannot attend meetings. Club business is transacted through electronic means. Some traditional clubs may even have "cyber members" who attend meetings via Skype, Zoom, or other electronic means.

SINGLE ISSUE CLUBS

GFWC offers a diverse array of Special and Community Service Programs, but clubs alone determine their work. It is okay for a club to work on a single issue.

WORKPLACE CLUBS

Members who work together already have something in common and often spend many hours together. They have the flexibility to meet during work breaks, such as at lunchtime or outside of work. Meetings scheduled just before or after work can be very convenient.

RETIREMENT COMMUNITY CLUBS

Retirement Communities often gather retirees together from various states. Connecting with other clubwomen offers a ready group of friends with common interests.

IDENTIFY A CORE GROUP OF MEMBERS FOR A NEW CLUB

Form a statewide New Club Formation Team to identify and evaluate possible locations for new clubs and facilitate the establishment of clubs across the state. Using a state map, mark cities and towns that have a club with a blue circle and those that do not with a red circle. Consider these ideas when looking at the areas you have mapped out:

- Identify communities within 25 miles of an existing club, for ease in sponsoring and mentoring a new group.
- Ask current members if they have relatives and friends in other communities that would be interested in joining and/or forming a new club.
- Look for a growing suburban area, which could have a higher proportion of new residents.
- Determine a location for a GFWC Special Interest Club, such as a school, university, workplace, or retirement community.
- Identify clubs that were once affiliated with GFWC that might reconnect. Create an opportunity to share information about new GFWC programs and remind them of the benefits of belonging.

THE FIRST MEETING

The sponsoring club should help determine the location of the first club meeting. Look for an easy-to-find, neutral location, such as a library, community center, or museum. Avoid venues with religious and/or political connections. Choose a site that is appropriate for the expected number of attendees. A room that is too small will feel cramped, while one that is too large will make a great turnout seem paltry.

The first meeting is extremely important. Bring a variety of GFWC membership and promotional materials, such as brochures, program information, model bylaws, parliamentary briefs, and membership applications, plus some light refreshments. Make every effort to be organized, friendly, and cheerful. Many first-time attendees will be nervous, so greet everyone warmly and ensure they have a name tag. First impressions count!

Decide ahead of time who will chair the meeting—the State Membership Chairman, a State Federation Officer, someone from the sponsoring club, or an enthusiastic prospective member. Prepare an agenda to ensure all business is completed and provide a copy to each attendee. Appoint or elect a temporary secretary to take the minutes.

Keep it simple and be careful not to overwhelm attendees with too much information. Provide a few historical highlights of GFWC, give a brief introduction to the two Special Programs and five Community Service Programs, and stress the many benefits of belonging such as public service, personal growth and development, leadership opportunities, and valued friendships. Keep presentations short and allow time for questions and comments. Look for attendees who seem especially excited and make them part of the conversation so their enthusiasm spreads.

As the meeting concludes, ask the group if they are interested in forming a club. If the answer is yes, have them complete a membership application (with contact information) and set a day and time for a second meeting to organize the club structure. Send attendees home with print information about GFWC.

Follow up with attendees by phone, email, or hand-written notes. Encourage them to bring a friend or two to the next meeting and remind them of the day, time, and location.

THE SECOND MEETING

Members of the New Club Formation Team and/or sponsoring club should attend the second meeting. Important business should include:

- Selecting a name. New clubs must include "GFWC" in their name. For example, GFWC (town name) Woman's Club.
- Determining the club's purpose and mission.
- Establishing the cost of annual dues. Dues should equal GFWC dues plus State Federation dues, plus District dues, plus an amount that will allow the club to run effectively.
- Deciding on officer positions. Traditionally, clubs have a president, vice president, secretary, and treasurer. If a club has less than 10 members a president and secretary will suffice. Also determine the term of office and how officers will be elected.
- Establishing a bylaws committee to review the GFWC model bylaws and then draft the club's bylaws.
- Selecting a day, time, and location for the next meeting.

THE THIRD MEETING AND BEYOND

There is no set formula for how the club building process should evolve. A new club can take many months or up to a year to stand on its own. Perseverance is more important than speed. Members of the New Club Formation Team or sponsoring club should continue to attend meetings to keep the momentum moving in the right direction, gradually transferring leadership responsibilities to the new members.

The third meeting is a good time to begin considering projects. Encourage members to share ideas and information in a brainstorming session. Interaction among members will increase their sense of belonging and ownership of the club. If needed, larger groups can break into smaller discussion groups, so each person has an opportunity to provide input. Once choices are narrowed, members should vote on one or two ideas that they want to act on.

INSTALLATION OF NEW CLUB OFFICERS

When possible, the officers of new clubs should be installed with the assistance of the State President, District President, State Membership Chairman, and when called for, the State Director of Junior Clubs. This reinforces the club's connection to GFWC and lets new clubs and members know that they are important to GFWC.

Installations should be based on the duties of the officers as outlined in their club bylaws. Sample Induction Ceremonies can be found in the GFWC Ceremonies Guide, available from the GFWC Marketplace.

MAKING IT OFFICIAL—THE NEW CLUB APPLICATION AND CHARTER

The New Club Formation Team and/or the sponsoring club should guide the officers of the new club through the application process, which is established through the State Federation. At the next state meeting, present a Charter to the new club president and other attending members and celebrate this success.

CONNECTING AND NURTURING NEW CLUBS

Once a new club is formed, the State Federation should submit a New Club Form (available from www.GFWC.org) to GFWC as soon as possible. The GFWC Membership Services Department will enter the new club's information in the GFWC database, send a welcome letter and certificate, and activate subscriptions to *GFWC Clubwoman Magazine* and other publications.

It is important to orient new clubs to the benefits of belonging to GFWC during this period and continuing efforts should be made to help and guide the club through its first years of GFWC membership but not dominate its management. As a new club builds its own style based on the interests of its members, it is okay if the club model is modified and other changes are made. With the tools to succeed, and the support of the State Federation and other clubs, the new club will begin to stand on its own and thrive.

GFWC JUNIORETTE MEMBERSHIP

The GFWC Juniorette Membership category was introduced during the 1966-1968 Administration of GFWC International President Carolyn Pearce (GFWC Florida), who stated, "I can think of no better means of assuring the continuity of Federation work and influence for community good that we represent than by encouraging the formation of GFWC clubs for Juniorettes.

Mrs. Pearce noted the purpose of a Juniorette Club would be:

- To contribute to a meaningful community life.
- To become aware of community problems and how they could be met.
- To learn the pleasures and rewards of working with a group.

According to GFWC Bylaws, Juniorette Clubs are comprised of young students in middle schools, junior high schools, and high schools. Experience has shown, due to differences in interests, abilities, and maturity, that clubs are most successful when organized for either middle/junior high schools or high schools, but not both.

Federating a Juniorette Club requires a commitment from a sponsoring club, which must be an active GFWC Woman's Club or Junior Woman's Club in good standing, and a dedicated club advisor. It is required that sponsoring club members accompany Juniorette Club representatives to all levels of GFWC meetings, including State Federation, Region, and GFWC.

Potential Juniorette members include the children and grandchildren of GFWC club members, students who want to engage with others to satisfy a community service requirement for graduation, and those who enjoy volunteering and working in groups with others. Juniorette members can be recruited with the assistance of a school and/or teacher, in conjunction with an organization such as the PTA, with the help of other students, and through social media.

Juniorette Clubs are established by the same method as other GFWC clubs. However, the sponsoring club and advisor are key components of the club's formation, development, and success.

THE SPONSORING CLUB

- Serves as a model of leadership, cooperation, and understanding.
- Works to ensure the progress and development of the Juniorette Club.
- Provides guidance and advice on an ongoing basis.
- Encourages the Juniorette Club to assume and practice as much autonomy as possible.
- Keeps avenues of communication open in both directions.
- Recognizes and supports that schoolwork, activities, and homework have priority.
- Assumes some (optional) financial obligations, including:
    - ø Providing seed money to organize the club and/or support club projects.
    - ø Paying for or providing the club's liability insurance.
    - ø Assisting the club in establishing an annual budget and opening a bank account.
    - ø Providing other financial assistance as needed.

THE CLUB ADVISOR

- Attends all Juniorette meetings and activities.
- Knows about GFWC and the State Federation.
- Understands the principles of leadership and helps meetings run smoothly.
- Serves as a liaison between the sponsoring club and the Juniorette Club.
- Enjoys mentoring young people and is patient and flexible.

For additional information, contact GFWC Juniorette Chairman Trina Behbahani at volunteertrina@gmail.com.

GRANTS

GFWC grants are available to clubs to assist with recruitment efforts and to Districts to assist with club-building efforts. Designated for each GFWC fiscal year, which begins July 1 and ends June 30, GFWC offers $50 to clubs for member recruitment programs and $100 to Districts for club-building programs.

To apply for a membership grant, contact GFWC@GFWC.org or call 202-347-3168 to receive an application. Return the form to GFWC at least 45 days prior to the event. GFWC will award no more than one grant per club or District per GFWC fiscal year.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Membership Advancement Plan projects as follows:

- Certificate to one State Federation in each membership category
- $50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for Membership Advancement Plan projects. Clubs do not submit entries directly to GFWC.

SPECIAL MEMBERSHIP AWARD

An award certificate will be given at the 2022 GFWC Annual Convention to each state that federates one or more new clubs with GFWC during the 2020–2022 Administration, plus a financial award of $50 for each club that is federated. State Membership Chairmen must send the completed New Club Form to GFWC Headquarters within 60 days of the new club's federation date for the new club to qualify, with a copy to the Membership Chairman. The award is based on information provided to GFWC via the New Clubs Forms submitted between July 1, 2020, and February 15, 2022, and with new club dues paid by February 15, 2022.

Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

WOMEN'S HISTORY AND RESOURCE CENTER

ADVANCEMENT PLAN

WHRC: Preserve, Promote, and Inspire

2020-2022 Emphasis: Encourage member participation in diverse club and community projects developed to preserve the past, promote the present, and inspire the future.

From the Federation's founding in 1890, GFWC members have understood the historic significance of the organization's mission to improve communities through volunteer service. The Women's History and Resource Center of the General Federation of Women's Clubs officially opened at GFWC Headquarters in Washington, D.C. on May 1, 1984.

Regardless of the focus of a community service project, it may benefit from an historical perspective. The WHRC strives to educate and inspire GFWC members and potential members, the research community, and the public to explore the rich, historical role of women volunteers through GFWC's expansive collections.

The WHRC offers access to readily available reference services, an online research catolog, educational programs and publications, creative exhibits, and dynamic partnerships to all those interested in using its resources. Benefits of membership made possible through the WHRC include preservation of historic records, buildings, and artifacts; and creative ways to use GFWC's history for community outreach.

GFWC's history is full of examples of successful projects that demonstrate the important relationship between grassroots and international efforts, the significance of long-range planning and thoughtful organization, and the value of community service in developing strong and compassionate leaders.

The *GFWC Women's History and Resource Center Advancement Guide* encourages every club to investigate and document its own history by learning about GFWC's past. Use the guide to explore and share GFWC's amazing history while documenting your own!

2020-2022 WOMEN'S HISTORY AND RESOURCE CENTER COMMITTEE

Hope Royer, Chairman
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Manakin Sabot, VA 23103
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Mary Baird
GFWC New England Region
bairdmaryc@gmail.com

Carolyn Forbes
GFWC Middle Atlantic Region
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OVERVIEW OF GFWC COLLECTIONS

The GFWC Women's History and Resource Center manages the organizational archives of the General Federation of Women's Clubs, related special collections, and a complementary research library. Our Archives document GFWC's historical development from 1890 to the present, including the role of GFWC clubwomen in promoting education, leadership, and social and political advocacy in the broad programmatic areas of art and literature, conservation, personal and public education, public and international affairs, and home and community life. GFWC members encompass some of the most prominent women of their respective eras, including Julia Ward Howe, Jane Addams, Julia Lathrop, Alice Lakey, Mary Belle King Sherman, Eleanor Roosevelt, and Margaret Chase Smith.

GFWC programs have included advocacy for women's suffrage, child labor and juvenile court laws, community and family health reform, the establishment of national parks, the preservation of Native American culture, peacetime uses of technology, libraries and literacy, wartime service, the Equal Rights Amendment, and international humanitarian efforts.

Special Collections held by the WHRC include State Federation and club histories, oral histories, photographs, and art and artifacts. GFWC's most significant "artifact" is its Washington, D.C. Headquarters, which was designated as a National Historic Landmark in 1991.

GFWC's Research Library consists of nearly 5,000 publications that provide a broad context for researching the history of GFWC and women volunteers. The GFWC Collections Management Policy, which defines how GFWC collections are acquired, managed, and preserved, can be found at *www.GFWC.org/What-We-Do-WHRC.*

HOW DOES THE WOMEN'S HISTORY AND RESOURCE CENTER SUPPORT MY CLUB?

- WHRC can help you preserve your club's archives, record the oral history of longtime members, and write an engaging historical narrative. The WHRC has prepared two guidelines to help you with these projects: *A Guide for Recording Oral History* and *A Guide for Preserving and Writing Club History*. Email *WHRC@GFWC.org* or call 202-347-3168 for a free copy of these publications.
- The WHRC can help you develop programs using GFWC history to promote interest and membership. (Refer to "Suggested GFWC History Projects" provided herein.)
- The WHRC helps manage the preservation of GFWC's National Landmark Headquarters building. We can offer guidance and resources in preserving your historic clubhouse.
- The WHRC can act as a professional liaison for clubs that want to work with a state or local historical agency to preserve their historical records and/or buildings.
- The WHRC can help you navigate catalog and online exhibits and provide advice to clubs and State Federations on how to make their own collections accessible online. The WHRC uses the latest technology to make collections available to GFWC members throughout the world. Visit *www.GFWC.org/WHRC*.
- GFWC publishes the *WHRC Newsletter*, a publication available for complimentary subscription, and other publications to assist and promote clubs doing projects related to GFWC history or historic preservation.
- Workshops and tutorials on GFWC history are presented at GFWC's Annual Convention.
- GFWC offers complimentary tours highlighting exhibits at GFWC Headquarters for groups and individuals.
- The WHRC provides research opportunities for members and the public.

HOW CAN MY CLUB SUPPORT THE WORK OF THE WOMEN'S HISTORY AND RESOURCE CENTER?

- Join Friends of the WHRC. (Form provided herein.)
- Become an onsite volunteer. The WHRC needs help to make the thousands of club histories and hundreds of oral history transcripts accessible online. Onsite volunteers may work as GFWC Headquarters tour guides or under the guidance of WHRC staff. Members can also volunteer through participating in the newsletter.
- Help make the WHRC an internationally recognizable resource on the historical role of women volunteers by promoting WHRC collections, services, and student field study opportunities to local colleges, universities, and historical institutions.
- Contact the WHRC to help you locate a local repository for your historical club or state records.
- Focus on other national/international groups with diverse memberships in the Washington, DC area and/or other locations to share and promote the historical role of GFWC as volunteers.
- Promote and participate in events that feature WHRC services and benefits, such as tutorials and workshops, as well as the Women's History Month event held each year in March at GFWC Headquarters.
- Encourage the appointment of a WHRC Chairman in State Federations and clubs.
- Keep the WHRC updated on the location of club and State Federation archives.
- Report your WHRC program activities to GFWC. We want to share your success stories to inspire others.

BECOME A FRIEND OF THE WHRC

Donate to the GFWC Women's History and Resource Center in support of its mission and become a Friend of the WHRC. By joining the Friends of the WHRC, you will help:

- Preserve and maintain GFWC collections
- Increase research library acquisitions
- Provide student field study opportunities

PRESIDENTIAL—$1,000

- Name engraved on Presidential Donor Plaque in front of WHRC Library

Visit www.GFWC.org/What-We-Do/WHRC for benefits.

Name _____
Club _____
Address _____
_____
Email_____

For club memberships, please provide contact information for the club president.

Club president_____
Address _____
_____

Email edition of *WHRC News*: ☐ Yes ☐ No
Check donation status: ☐ Individual ☐ Club

Checks, with "WHRC" in the memo line, should be made payable and sent to:
GFWC
1734 N Street NW
Washington, DC 20036-29990

WHRC Heritage Pin

In 1892, the Committee on the Federation Badge Pin was created to design an image that would reflect the aim of GFWC. Appointees included GFWC's founder, Jane Cunningham Croly, and its first president, Charlotte Emerson Brown. The Committee chose the sun's rays and the color blue as elements to symbolize the Federation. The resulting pin, GFWC's original emblem, featured an image of the rising sun in a blue sky above snow-capped mountains with its rays illuminating "GFWC" in block lettering. An upturned, russet-colored banner displayed the motto, "Unity in Diversity."

The WHRC Heritage Pin offers a faithful facsimile of the original emblem on an updated lapel pin with a magnetic back. Proceeds from the Heritage Pin will be used to repair or replace the picture frames that display GFWC's historic collection of International Past President Portraits.

PLEASE COPY THIS FORM

PROJECT IDEAS

Develop and incorporate club and community projects aimed at preserving women's history. Educate club and community members on the current relevance of GFWC and club histories. Develop diverse and creative projects to encourage active member participation.

- Invite members to take turns each month giving a report on a well-known woman in history or one currently making history.
- Write your club history. "*WHRC Guidelines for Writing Club Histories*" is available from the GFWC Marketplace.
- Prepare a PowerPoint presentation video of past and present members, major service projects, and historical artifacts to be used at membership events, fundraisers, and community events.
- Hold a club scavenger hunt to help members learn about the history of your club or GFWC. Divide members into groups of three and give them a list of 40 things to find. Some items can be found in club yearbooks or scrapbooks, while others may require a "seasoned" member for an answer. After 20 minutes, provide the answers to the group using pictures and information in the scrapbooks to recount the founding of the club and past projects. Long-time members can add interesting facts.

- Choose a member each month who will be celebrating her birthday. Interview her and prepare a presentation for your meeting. Also highlight a member from the past or an event from the past.
- Educate the public about your history by inviting history teachers and students to visit your club. Share scrapbooks from early days and club histories.
- Observe Women's History Month in March by presenting a "Woman of Distinction" award to a club member or community member who exhibits outstanding service to their community and exemplifies all the qualities set forth in Mary Stewart's *Collect for Clubwomen*.

SUGGESTED GFWC HISTORY PROJECTS

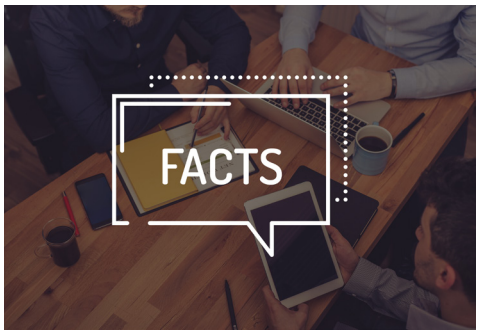
- Contact the WHRC for tips for using WHRC publications and electronic resources for club program ideas. Use the booklet ***Rising by Light to Higher Things: Highlights of GFWC's Collections*** to create programs on GFWC's support of American Art; the GFWC Timeline to relate GFWC national service programs to local ones; or GFWC photographs of events, people, or unique publications and memorabilia to illustrate a PowerPoint presentation.
- Contact the WHRC to receive a scripted PowerPoint presentation that provides an historical and interior tour of 1734 N Street.
- Highlight your club's history to demonstrate the importance of your club to your community. For more information on membership recruitment activities, review the *GFWC Membership Advancement Guide* in the *GFWC Club Manual*.
- Gain inspiration for fundraising and community outreach by reviewing past GFWC Community Improvement Program Award winners in the WHRC online catalog. GFWC history is relevant to ALL program areas.
- Develop a proactive public awareness program by offering GFWC history stories to your local news media for Women's History Month (March), Federation Day (April 24), and Archives Month (October).
- Partner with local historical institutions to promote the role of your club in local history.
- Work with your local public schools to assist students with National History Day projects on women's history; offer to serve as judges for local History Day competitions.

A STROLL THROUGH CLUB HISTORY

The GFWC Lexington Woman's Club (VA) held a kick-off luncheon in August that featured a "Stroll through the Lexington Woman's Club History," a scripted style-show depicting the dress and accomplishments of the club since its founding in 1911. Seven members participated as models using costumes from various decades and historical props. It was hoped the event would familiarize members, both current and new, with the history and traditions of the club.

NOTABLE WOMEN IN SOCIETY AND THE ARTS AND SCIENCES

GFWC Franklin Woman's Club (NJ) presented a panoramic display at the library that was viewed by 22,000 visitors. Educational posters highlighted women who made notable contributions in various walks of life. Supplemented by photographs and information from *Time Magazine*, the display included four women "firsts" in their field: Madeline Albright, the first woman Secretary of State; Eileen Collins, the first woman to command a Space Shuttle; Kathryn Smith, the first full-time NFL coach; and Ann Dunwoody, the first woman to rise to the rank of four-star General in the U.S. Army.



A MEETING OF THE GFWC RHINELANDER WOMAN'S CLUB 1900

GFWC Rhinelander Club (WI) shared interesting club facts to add to the positive attitude they create in the community. They prepared a rehearsed a skit, "A Meeting of the GFWC Rhinelander Woman's Club 1900," which aired on the local radio station in February. Live presentations, complete with costumes and props, were performed at their club meeting and a GFWC WI workshop. The club also shared the script with another Wisconsin club that will perform the skit during their upcoming anniversary celebration.

QUARTERS FOR GFWC MISSISSIPPI HEADQUARTERS

The GFWC Mississippi WHRC Assistant Chairman made a presentation at Summer Board to promote a fundraiser "Quarters for Headquarters," with clubs collecting quarters to go toward the upkeep of the MFWC Headquarters in Jackson. The project will conclude at the state convention in April. The history of the Headquarters was featured in the Dixie Dining III Cookbook with tidbits throughout the book outlining historical accomplishments of both GFWC and MFWC.

HOW CAN I OR MY CLUB ARRANGE A TOUR OR SCHEDULE A RESEARCH VISIT?

A National Historic Landmark, 1734 N Street, NW, is a Washington must-see for GFWC clubwomen and their guests. The WHRC manages access to GFWC's historic archives and collections, including tours of GFWC Headquarters. Group tours and research appointments must be scheduled in advance by emailing WHRC@GFWC.org or calling 202-347-3168. Tour and research hours are between 9:00 a.m. and 4:00 p.m., Monday through Friday. GFWC is closed on Martin Luther King, Jr. Day, Memorial Day, Independence Day, Labor Day, Veterans Day, the Wednesday-Friday of Thanksgiving week, and the week between Christmas and New Year's Day. Tour admission is free for GFWC members and by suggested contribution for non-members.

GUIDE TO USING THE WHRC ONLINE CATALOG

A primary goal of the WHRC is to make GFWC's valuable historical records more accessible to our members, the scholarly research community, and the public. Improved access will promote greater recognition for the contributions of GFWC clubwomen and inspire members to use the lessons of past successes to build solid membership, strong leadership, and meaningful community service projects.

The WHRC online catalog allows GFWC members and website visitors, including those who come to the catalog via a general web search engine such as Google, to explore a wide range of GFWC collections. The tips in this Guide are meant to be a quick outline to navigating the WHRC online catalog. For additional guidance, please do not hesitate to email *WHRC@GFWC.org* or call 202-347-3168. To access the catalog through the GFWC website:

1. Go to *www.GFWC.org/What-We-Do/WHRC*
2. Click on the "Search the Collections" button to bring you to the WHRC home page.

NAVIGATING THE ONLINE CATALOG FROM THE MAIN CATALOG PAGE

KEYWORD SEARCH - This search field casts the widest net for information, like the simple keyword search feature of Google. The search covers all fields included in the catalog records, including donors, who may be individuals, clubs, or State Federations. As with Google, enclosing a multi-word search term in quotation marks will limit results to that phrase; for example, "South Dakota."

Interactive features in each record:

- Email Page (top, right)—send this image to a friend.
- Send Feedback (top, far right)—contact the WHRC with comments or questions.
- Order Image (below image)—request a copy for a club presentation or publication.
- Search Term (in record)—may provide additional information on that topic. For example, click on "GFWC Headquarters" to read details on the history of GFWC Headquarters.
- Person (not shown)—Click on the name of any GFWC International Past President to see her biography.
- Related Hyperlinks (not shown)—If digital content is available, a link will be provided to read a book, club or state history, or oral history online.

COMMUNITY IMPACT PROGRAM AWARD

AWARDS, CONTESTS, and GRANTS

THE GFWC COMMUNITY IMPACT PROGRAM AWARD OFFERS GFWC CLUBS FINANCIAL INCENTIVE TO IMPLEMENT PROJECTS DESIGNED TO IMPACT A SPECIFIC PROBLEM IN THEIR COMMUNITY.

2020-2022
COMMUNITY IMPACT PROGRAM AWARD
Sharon Oliphant
871 NW 251st Drive
Newberry, FL 32669
Solip561@aol.com

Introduced in 1949 as the "Build a Better Community Contest," and later known as the "Community Improvement Program Award," this program has provided GFWC clubs with a platform for developing and implementing projects that meet the varying and changing needs of their communities. As GFWC's longest standing project, it has also presented opportunities for growing club membership, enhancing leadership skills, building relationships with individuals and groups, and creating public awareness of club activities and GFWC.

Just as communities change, so do clubs. The newly updated Community Impact Program is designed to accommodate the many ways that clubs currently function and to provide added flexibility in the implementation of up to three projects that have a meaningful impact on a particular problem, from "done in a day" efforts to those that could require more rigorous planning and implementation. Additionally, the award entry process has been streamlined and the monetary awards have been modified to encourage every club to engage with the program. The goal of this award, however, remains the same—to encourage and recognize the positive impact that a club can have on a specific need in the community.

IDEAS

Here is an example of how a club can design multiple projects to target a single goal:

Brainstorming and Research:
After convening a club brainstorming session to consider various community issues, club members focus on a remark made by a teacher, who noted that many of her young students come to school hungry, especially on Mondays. Research reveals that roughly 40% of the children in the community are nutritionally underserved. Your club decides to plan projects that offer education and provide resources to make an impact on this local problem.

Resulting Projects:
The club creates a "doable" three-prong plan. Projects include:

- Providing a fun booth at a school event that distributes information on nutritious, budget-conscious, and easy-to-make meals, along with taste testing and take-home recipes.
- Launching an awareness campaign, "Every Vegetable Counts," highlighting the local issue and urging home gardeners and others to donate excess produce to the local Food Pantry.
- Partnering with the PTA to sponsor and manage a weekend brown-bag program for underserved students.

When considering ways to impact the community, take time to discover and carefully consider community needs and then select and connect a need with your GFWC volunteer projects. Consider implementing partnerships within your community to address the issue and assist with project development, which can raise the profile of your club and GFWC at the grassroots level.

GFWC's scope of work, as outlined in the two Special Programs and five Community Service Programs, can stimulate project ideas. Look to GFWC's Advancement Programs for guidance on leadership, fundraising, communication, and other project essentials.

AWARD RULES

Award Period:

- January 1, 2020, to December 31, 2021.

Contest Description:

- Each entry can feature one to three local projects undertaken by a club, all accomplished during the Award Period.
- Each entry should include one page of information on each project (maximum 500 words) to highlight:
    - ø Project selection process
    - ø Project goal(s)
    - ø Plan of action, including timeline
    - ø Engagement of members, including total hours
    - ø Financial/funding details, including total contributed
    - ø Collaborating partners or individuals
    - ø Media coverage
    - ø Measurable impact(s)
    - ø Any other key information
- Each entry can contain one page of photographs for each project (maximum of 4 photographs per page).
- Each entry can contain one page of publicity highlights for each project (maximum of 4 highlights per page).
- Total entry cannot exceed 10 pages: A Community Impact Program Award Cover Form plus three additional pages for each project (info page, photo page, publicity page).

Entry Process:

- Club entries are to be sent to the State Chairman by March 1, 2022.
- State Chairmen should forward the winning entry and the club name of the second place winner to the GFWC Community Impact Program Award Chairman by March 20, 2022.
- Contest entries will be judged by State Categories, with one winner per category.
- National and International Community Impact Program Awards will be presented at the GFWC Annual Convention in New Orleans, LA, in June 2022.

Other Guidelines:

- Clubs that have previously won this award must submit entirely new projects for consideration. Expanded projects will not be considered.
- International Affiliates may submit an Award Entry to be judged in conjunction with other International Affiliates.
- All deadlines and other rules must be followed.
- Joint entries of clubs are not allowed.
- All monetary awards must be used to further the community impact initiative.
- Award entries of national winners will be kept in the GFWC Women's History and Resource Center.

CALENDAR

JANUARY OR FEBRUARY 2022
State Community Impact Program Award Chairman must obtain three judges. Judges may not be members of GFWC.

MARCH 1, 2022
Club entries must be sent via mail, postmarked no later than this date, to State Community Impact Program Award Chairman.

MARCH 5-15, 2022
Club entries are judged at the state level.

MARCH 20, 2022
The Award entry of first place state winners and the name of second place winners are due to GFWC. GFWC will issue checks to winning state clubs after award winners are announced at their respective State Conventions. Allow a minimum of five business days for processing.

Mail to: GFWC, Attn.: Community Impact Program Award
1734 N Street NW
Washington, DC 20036-2990

SPRING 2022
State Community Impact Program Awards are presented at State Conventions.

APRIL 2022

National judging at GFWC Headquarters in Washington, D.C.

JUNE 2022
GFWC Community Impact Program Awards are presented at the GFWC Annual Convention in New Orleans, LA.

JUDGING CRITERIA

Project Selections – 25 Points

- Procedures, plan of action, and input in choosing projects

Project Development – 25 Points

- Plan details, execution, and effort
- Community collaboration with other groups and/or individuals

Project Evaluation – 50 Points

- Increase in community awareness
- Degree of success of projects and their measurable impacts
- Viability of long-term efforts

AWARDS

GFWC awards a total of $20,335 to winners of the GFWC Community Impact Program Award. Nationally, only first place winners are given monetary awards within the six membership categories.

GFWC State Awards:
First Place $50.00
Second Place $35.00
Total per state $85.00
Total for 51 State Federations $4,335

GFWC National Awards:
Category 1: $2,500
Category 2: $2,500
Category 3: $2,500
Category 4: $2,500
Category 5: $2,500
Category 6: $2,500
International Affiliate: $1,000
Total National Awards: $16,000

GENERAL FEDERATION *of* WOMEN'S CLUBS

Community Impact Program Award

COMMUNITY IMPACT PROGRAM AWARD ENTRY FORM/COVER SHEET 2020-2022

CLUB AND COMMUNITY INFORMATION	
State Federation	Date
GFWC Club Name	District
Number of Members	Number of Members Involved
Project City	County
Population Served	
Type of Community *(Check one)* ☐ Rural ☐ Urban ☐ Suburban	

PROJECT DESCRIPTION

1. Identify the target issue and provide a brief description of each project that does not exceed 50 words.

2. Describe the community collaboration, plan of action, and the obstacles encountered while working on this project.

3. Outline permanent results achieved, both tangible and intangible. Was the project successful? What are the long-term effects of the project on the community?

STATISTICS		
Club CIP Chairman	Phone – –	
Email		
Club President	Phone – –	
Email		
Mailing Address		
City	State	Zip Code
Club President's Signature		

OFFICIAL ENTRY FORM MUST BE POSTMARKED BY MARCH 1, 2022

Make two copies of completed form and accompanying materials. Send one to the GFWC Community Impact Program Award State Chairman and keep one for the club's files.

JENNIE AWARD

AWARDS, CONTESTS, AND GRANTS

THE GFWC JENNIE AWARD HONORS ONE CLUBWOMAN FROM EACH GFWC REGION FOR OUTSTANDING COMMITMENT TO CLUB, COMMUNITY, AND FAMILY.

2020-2022
JENNIE AWARD
Linda Beatty
18315 Bryant Avenue
Boykins, VA 23827
lbeatty@charter.net

The GFWC Jennie Award is *the only national honor* bestowed by GFWC that recognizes individual members for personal excellence. Club members are nominated by their clubs to compete at state, regional, and national levels for the Federation's highest honor.

The Jennie Award is named in honor of GFWC's founder, Jane Cunningham Croly, who wrote for national newspapers under the pseudonym "Jennie June." The award is an occasion to highlight extraordinary clubwomen who epitomize her spirit of independence, courage, and persistence through their roles as volunteers within their clubs, representatives of their community, and as members of a family or extended family. Although GFWC has many awards for states and clubs, the GFWC Jennie Award is the only national honor that recognizes individual members for personal excellence. Since it is an award for lifetime personal excellence, club presidents should consider utilizing the knowledge of club historians for Jennie Award nominees. Club presidents should be mindful of first impressions and make the nominee's packet of supporting materials as professional as possible as it may be judged at the different levels by influential community leaders.

The GFWC Jennie Award Nomination Form is included on the last page of this section and may be downloaded from the **GFWC Member Portal.**

JUDGING CRITERIA

Nominations will be evaluated on the following criteria:

COMMITMENT TO CLUB

The nominee should have an outstanding record of success and achievement, not only in terms of her club's volunteer programs and projects, but also her role in a leadership position, her effort to build membership and promote the club to others, and her overall spirit of volunteerism. She should be kind, loyal, and positive in her relationships with other clubwomen, and her commitment should be continuous, rather than a onetime occurrence.

COMMITMENT TO COMMUNITY

Community service must address real community needs and concerns. This service should go beyond club activities and be carried out through other community organizations (e.g. schools, hospitals, an elected/appointed position, scouts, etc.) as well as through the workplace. Activities should reflect an innovative or unique approach to volunteer work.

COMMITMENT TO FAMILY

Recognizing that families come in many different forms, the nominee might be a single parent, a grandparent raising her grandchildren, an adult caring for an elderly relative, or an adult without children. The definition of a family member may include persons who are older or younger than the nominee. It may include immediate as well as extended family members. The nominee should exemplify outstanding concern for the wellbeing, health, and welfare of one or more persons by providing aid and comfort on an on-going basis, separate and apart, from club and community work.

PUBLIC RELATIONS OPPORTUNITIES

An important reason for participating in the GFWC Jennie Award is the tremendous public relations impact it may have on the club, state, regional, and national levels. Here are some public relations suggestions for each stage during the 2020-2022 Administration:

CLUB

Once your club selects its GFWC Jennie Award nominee and is ready to submit its narrative describing a nominee's qualifications, you should send a news release or article about your nominee to local media outlets. Consider holding a ceremony during a club meeting and inviting a reporter to cover the event or sending a photo and caption of the session to local newspapers.

STATE

State Presidents should appoint a state GFWC Jennie Award Chairman to assist in publicizing and managing the award process. State Presidents or chairmen who receive multiple entries for review should form an outside panel of judges comprised of leading citizens to assist in selecting the single state nominee. This stage offers an opportunity to honor all nominees, either at a state meeting in summer 2021, or at another appropriate venue, such as your State Convention, where each finalist is awarded a special certificate. Reporters should be invited to cover the event, or a photo and caption should be sent to local papers.

REGION

Region Presidents should consider appointing a Jennie Award chairman to assist in publicizing and managing the award process including assisting the Region President in choosing a committee of outside judges to help select the two regional finalists whose applications will be forwarded to GFWC Headquarters for consideration at the national level. The Region President and/or Jennie Awards Chairman should consider planning an event to honor all state nominees in their Region. The 2021 GFWC Region Conferences present an ideal occasion to honor all state nominees from the Region and make them feel special by introducing them to the attendees, presenting special certificates to each one and offering photo opportunities that they can share with their local papers.

Reminder—entries to GFWC Headquarters must be postmarked by December 1, 2021. GFWC will prepare certificates for the 16 Region finalists and highlight them in the Spring 2022 issue of *GFWC Clubwoman Magazine*.

NATIONAL

At the time of the awards ceremony during the GFWC Annual Convention in June 2022, which all eight national honorees are expected to attend, a news release will be issued by GFWC to major U.S. newspapers as well as to media in the states, cities, and regions of all eight honorees. Clubs and State Federations with GFWC Jennie Award medal recipients, as well as each GFWC Region, should also take the opportunity to inform their local press about the national honor. Club Communications and Public Relations chairmen of the national recipients should notify local officials and organizations such as the mayor, Chamber of Commerce president, and state elected officials to arrange photo opportunities and recognition events.

The GFWC Jennie Award Nomination Form is included on the last page of this section and may be downloaded from the ***GFWC Member Portal***.

AWARD RULES

Clubs may nominate one member who has demonstrated the qualities outlined under the judging criteria for this award.

- The nominee must be a member in good standing of a GFWC club for a minimum of five years. Her tenure of service may be with several clubs. Years of service must be consecutive not concurrent.
- Current and past members of the GFWC Executive Committee are ineligible.
- Nominations should emphasize a member's entire lifetime of service.
- Clubs must complete and submit the official GFWC Jennie Award Nomination Form along with a maximum 500-word written narrative
- Narratives should include descriptions of the nominee's:
  - Ø Club activities
  - Ø Participation in community groups and organizations, both volunteer and professional
  - Ø Commitment to her nuclear or extended family
- Clubs must submit no more than 25 pages of supportive materials, including:
  - Ø The title-page nomination form and narrative
  - Ø Digital photograph of nominee **(high-resolution/300 dots per inch or pixels per inch)**
  - Ø Clips of two-three newspaper (or other media) stories about successful projects to which the member contributed (it is not necessary for such articles to mention the member by name).
  - Ø Letter of endorsement from club president
  - Ø Letter of endorsement from a representative of another organization
- Nomination forms and supporting materials, including photographs, will not be returned.
- The 16 Region Finalists will be featured in the Spring 2022 issue of *GFWC Clubwoman Magazine*.
- One clubwoman from each of the eight GFWC Regions will be selected for national recognition as a GFWC Jennie Award honoree (expected to attend the GFWC Annual Convention in New Orleans, LA in 2022).
- ALL eight national GFWC Jennie Award honorees will be awarded roundtrip transportation to attend the GFWC Annual Convention in New Orleans, LA in June 2022.

CALENDAR

Dates to Remember:

June 2020 – State Presidents/Region Presidents
Encourage clubs to start looking for candidates to propose.
Announce call for nominations at state meetings and publish reminders in newsletters, magazines, and emails.

June 1, 2021 – Clubs
Submit nomination materials to respective State Presidents, POSTMARKED by this date.

August 1, 2021 – State Presidents
Submit nomination materials (1 per state) to respective GFWC Region President, POSTMARKED by this date.

December 1, 2021 – Region Presidents
Submit nomination materials (2 per Region) to GFWC Headquarters, 1734 N Street, NW, Washington, DC 20036-2990, POSTMARKED by this date.

March 2022 – 16 Region Finalists
Featured in *GFWC Clubwoman Magazine*

March/April 2022
Selection Committee Meets

June 2022
One clubwoman from each of the 8 Regions (all expected to attend) will be honored at the GFWC Annual Convention in New Orleans, LA. A special remembrance and certificate will be presented to the honorees by the GFWC International President and GFWC Jennie Award Chairman.

GENERAL FEDERATION *of* WOMEN'S CLUBS

Jennie Award Nomination Form

Please attach a narrative of a maximum of 500 words, double-spaced, using 12-point font and one-inch margins on all four sides.

1. NOMINEE			
Please note that the nominee must attend the 2022 GFWC Annual Convention if selected as a national award winner.			
Name			
Mailing Address			
City		State	Zip Code
Phone	Fax	Email	
Club	State Federation		
Region			

2. CLUB ACTIVITIES
Name(s) of project(s)
Duration of involvement with project(s)
Results, if any

3. RECORD OF CLUB LEADERSHIP
Year nominee joined a GFWC club
Positions held

4. NON-GFWC CLUB COMMUNITY SERVICE
Name(s) of organization(s)
Names of individuals with whom nominee works

5. FAMILY INVOLVEMENT
Names and ages of immediate and/or extended family members

6. NOMINATOR			
Name			
Mailing Address			
City		State	Zip Code
Phone	Fax	Email	

Clubs: Submit completed form, narrative, photos, press clippings, letters of endorsement, and materials by June 1, 2021 to your State President. Please note: materials will NOT be returned.

Contact the national GFWC Jennie Award Chairman or the GFWC Programs Department with any questions: 1-800-443-GFWC or ***Programs@GFWC.org***.

NEWSLETTER CONTEST

AWARDS, CONTESTS, and GRANTS

NEWSLETTERS ARE ONE OF THE MOST EFFECTIVE AND EFFICIENT METHODS OF INFORMING GFWC MEMBERS ABOUT CURRENT, ONGOING, AND NEW INITIATIVES.

This GFWC Newsletter Contest encourages clubs and State Federations to establish a strong newsletter program aimed at increasing awareness about ongoing projects, programs, events, and issues that affect GFWC members and communities. This type of publication need not be elaborate or lengthy. Substance is more important than style. A newsletter should be informative and generate enthusiasm, all while contributing to public relations outreach, membership recruitment and retention, and program development.

JUDGING CRITERIA

Entries will be judged and awarded points on the following elements:

- Content quality, including timeliness, clarity, and member impact (30%)
- Presentation (30%)
- Design (30%)
- Adherence to rules (10%)

DEADLINE

Entries must be postmarked by March 15 in the year in which they will be judged.

AWARDS

CLUB LEVEL

A first, second, and third place certificate will be awarded annually at the GFWC Convention to three clubs in the nation.

STATE LEVEL

GFWC certificates are awarded at the GFWC Annual Convention to one State Federation in each membership category to recognize creativity and outstanding achievement in producing a State Federation newsletter.

2020-2022 NEWSLETTER CONTEST

Karyn Charvat, Chairman
716 Wildflower Circle, Naperville, IL 60540
karyncharvat@comcast.net

CONTEST RULES

- Only one newsletter issue per club or State Federation may be submitted.
- The newsletter must have been printed and clearly dated during the contest year (January 1-December 31).
- The front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC. Refer to the GFWC Stylebook for GFWC Trademark Use Policies at ***www.GFWC.org***.
- Newsletter entries must include the contact information of at least one member, defined as an email address, telephone number, and/or mailing address.
- All entries must be printed and sent via postal mail, postmarked no later than March 15 in the year in which they will be judged to:

  Karyn Charvat
  GFWC Newsletter Contest Chairman
  716 Wildflower Circle, Naperville, IL 60540
  The envelope must be clearly marked GFWC Newsletter Contest.
- Your entry must include a cover letter containing the following:
  - Club or State Federation president's name and contact information
  - Name and contact information of individual submitting the entry
  - Number of members in the club/State Federation
  - Approximate circulation
  - An essay of no more than 250 words describing the club's/State Federation's approach to utilizing its newsletter
- Clubs and State Federations with an electronic newsletter must follow the same entry rules. Printed copies of electronic newsletters are required.

For ideas on creating an informative and engaging newsletter, refer to the Communications and Public Relations Advancement Guide by visitng the Member Portal.

PHOTOGRAPHY CONTESTS

AWARDS, CONTESTS, and GRANTS

TELL YOUR STORY WITH PHOTOGRAPHS

The GFWC Photography Contests encourage members' artistic expression and visual storytelling, while recognizing originality, visual impact, and technical skill in photography. GFWC offers two opportunities to participate in the Photography Contests:

THE WORLD IN PICTURES CONTEST

These photographs showcase the people, places, and things at home and around the world that impact our lives in a meaningful way, as expressed in these three categories:

Our World Up Close—Create a visual that offers a novel viewpoint or a macro image that takes the viewer into a whole new, tiny world.

Natural Wonders—Use wide angles and panoramas, or moody landscape images, to showcase mountains, meadows, sandhills, rivers, waterfalls, oceans, deserts, or any other magnificent vista.

Reflections—Feature a setting, situation, or landmark that brings back poignant memories, or capture a fleeting image reflected in glass, water, or another mirrored surface.

GFWC LIVING THE VOLUNTEER SPIRIT CONTEST

These photographs capture the special moments in the lives of GFWC clubwomen as they meet, plan, advocate, volunteer, or celebrate, in groups or one-on-one.

RULES FOR PHOTOGRAPHY CONTESTS

- Photographs must be the original work of the member submitting the photograph.
- All contest photographers must be dues paying members of an active GFWC club.
- Photographs must be taken between January 1, 2019 and December 31, 2020, providing a special allowance for two years of photographs for the 2021 contests, since the 2020 Photography Contests were not held. Photographs must be taken between January 1, 2021 and December 31, 2021, for the 2022 Photography Contests.
- Contestants must be considered an amateur photographer.

2020-2022 PHOTOGRAPHY CONTESTS

Shari Carter
1010 Mabry Oaks Drive NE
Brookhaven, GA 30319
scarter614@aol.com

CLUB CHAIRMAN RESPONSIBILITIES

- Encourage members to participate in the GFWC Photography Contests.
- Foster participation in the photography contests. Consider selecting a subject for all members to photograph.
- Recognize member contributions by awarding certificates and/or ribbons.
- Remind members of deadlines for judging the local and state contests.
- Forward the submissions for state and national judging as instructed.
- Verify that all rules for the contests have been followed. Entries that **do not** follow the contest rules will be disqualified.

ARTWORK GUIDELINES FOR PHOTOGRAPHY CONTESTS

- Photographs may be vertical/portrait or horizontal/landscape.
- Photographs must be the original work of the member submitting the photo.
- Each photograph must be an 8 X 10-inch print. Digital submissions alone will not be considered, but a high-resolution digital copy of the submission is encouraged.
- All photographs must be mounted on a rigid 8 X 10-inch board and overall thickness may not exceed 3/8 inch. NO mattes, frames, or hangers!
- Judges will look at the overall creativity of subject and quality of the photograph.
- Photographs may be taken using film or with digital cameras and may be color or black and white.
- Photographs will NOT be returned.
- Each photograph must have a **label** affixed to its back with the following information:
  - Ø Contest name: *The World in Pictures* with category or GFWC Living the Volunteer Spirit
  - Ø Photographer's Name, Email Address, Mailing Address, and Phone Number
  - Ø Name and State of the sponsoring club
  - Ø Title and brief caption giving location, date, and other pertinent info about the photograph
  - Ø Arrow indicating top of the photograph

DEADLINES FOR PHOTOGRAPHY CONTESTS

State Level: Clubs must send entries to their respective State Photography Contest Chairman for judging. State entry deadlines are determined by the respective State Federation.

National Level: To be eligible for national judging, submit one winner from each State Federation for each contest and category, along with a cover letter from the respective State Photography Contest Chairman listing the names of the winning submissions and the signed GFWC Creative Arts Waiver from each state winner. This must be postmarked by May 15 and sent to:

GFWC Photography Contest
1734 N Street NW
Washington, DC 20036-2990

National level submitted photographs will not be returned.

** If your State Convention takes place on or about this deadline date, contact GFWC at* **Programs@gfwc.org** *or 1-800-443-GFWC (4392).*

AWARDS FOR PHOTOGRAPHY CONTEST

The following awards will be presented at the GFWC Annual Convention for the top three national entries in each contest and category:

First Place	$100
Second Place	$75
Third Place	$50

DISCLAIMER

By submitting your photographs to GFWC for the GFWC Photography Contests on the national level, you are providing GFWC with a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell license, or sublicense the work in any media now known or later invented without limitation for commercial or noncommercial purposes.

GFWC CREATIVE ARTS WAIVER FORM

The GFWC Creative Arts Waiver Form is attached to this Photography Contests program. For further information contact GFWC at Programs@gfwc.org or call 202-347-3168.

WEBSITE CONTEST

AWARDS, CONTESTS, and GRANTS

WEBSITES FOR CLUBS, DISTRICTS, AND STATES ARE A WONDERFUL TOOL TO SHARE INFORMATION IN A QUICK, TIMELY MANNER.

The GFWC Website Contest aims to challenge clubs and State Federations to employ their websites as membership tools with organized and updated content that presents a professional and credible source of information. A website that is updated weekly presents the information to your members and potential members in a timely manner. This is a great source to spread the word of the Federation on the web.

DEADLINE

Entries must be received via email by March 15 in the year in which they will be judged.

AWARDS

CLUB LEVEL

A first, second, and third place certificate will be awarded annually at the GFWC Convention to three clubs in the nation.

STATE LEVEL

GFWC certificates are awarded at the GFWC Convention to one State Federation in each membership category to recognize outstanding achievement in website implementation and maintenance.

For ideas on creating an informative and engaging website, refer to the *Communications and Public Relations Advancement Plan* in the GFWC Member Portal.

2020-2022
WEBSITE CONTEST

Karyn Charvat, Chairman
716 Wildflower Circle, Naperville, IL 60540
karyncharvat@comcast.net

CONTEST RULES

- Only one website per club or State Federation may be submitted.
- The website homepage must contain a link to ***www.GFWC.org***.
- The website must include contact information for at least one member, defined as email address, telephone number, and/or mailing address.
- The website may continue to be updated after the contest deadline date.
- Submissions must be made via email to *karyncharvat@comcast.net.*
- The subject line of the submission email must read *Website Contest Entry.*
- The submission email must be received by 11:59 p.m. on March 15 in the year in which website entries will be judged.
- The submission email must include:
  - ø Club/State Federation name
  - ø Website address
  - ø President's name and contact information
  - ø Name and contact information of person submitting the entry
  - ø Number of club/State Federation members
  - ø 250-word essay describing website's purpose and the club's/State Federation's approach website maintenance

WRITING CONTESTS

AWARDS, CONTESTS, AND GRANTS

EXPRESS YOURSELF CREATIVELY

Are you a storyteller? Share your creativity and inspire others. Use your own life experiences to create fictional narratives and poetry. GFWC sponsors these creative writing contests for members and community youth to foster community spirit, talents, and growth. Write with heart and soul, but be mindful that the elements of a short story are vividly presented; namely, the setting, characters, plot, conflict, climax, and theme. Display your talents and be awarded for it!

2020-2022
WRITING CONTESTS
Shirley Holly, Chairman
10 Nelson Drive, Barnegat, NJ 08005
shirleyholly@earthlink.net

GFWC MEMBER CONTESTS

- Authors must be dues-paying members of an active club.
- Entries must be:
  - Ø Typed, double-spaced, printed on one side only
  - Ø Have minimum margins of one-inch on all four sides
  - Ø On 8.5 x11-inch paper
- Entries must be written during January 1-December 31.
- Entries must have the following on the top right hand corner of each page:
  - Ø Author's name, email address, mailing address, and phone number
  - Ø Name of author's GFWC club and State Federation
  - Ø Category
  - Ø Title of work
- Authors must be amateurs; earnings from writing may not exceed $500 annually.
- Entries may not have been published prior to the competition and must be original works by the author.
- A **signed GFWC Creative Arts Waiver** must be included with each submission.
- **Short stories** are limited to 2,000 words.
- **Poetry entries** can be any style, with a minimum length of eight lines and a maximum of 50 lines.
- One entry per member per category.

YOUTH WRITING CONTESTS

- Entries must be typed, double-spaced, printed on one side only, with minimum margins of one-inch on all four sides, on 8.5 x 11-inch paper.
- Entries must be written during the contest year (January 1-December 31).
- Entries must have the following on the top right hand corner of each page:
  - Ø Author's name, email address, mailing address, and phone number
  - Ø Name of the GFWC club and State Federation submitting author's work
  - Ø Category
  - Ø Title of work
  - Ø Grade Level Category
    - **Category 1:** Grades K, 1, and 2
    - **Category 2:** Grades 3, 4, and 5
    - **Category 3:** Grades 6, 7, and 8
    - **Category 4:** Grades 9, 10, 11, and 1

- Authors must be amateurs; earnings from writing may not exceed $500 annually.
- Entries may not have been published prior to the competition and must be original works by the authors.
- A signed GFWC **Creative Arts Waiver** must be included with each submission.
- One entry per person per category.
- Short stories are limited to 2,000 words.
- Poetry entries can be any style, with a minimum length of eight lines and a maximum of 50 lines.
- The Six Traits of Writing will be used in the judging of the Youth Writing Contest.

ENTRY GUIDELINES AND DEADLINES

STATE LEVEL

- Clubs must send entries to their respective State Writing Contests Chairman for state-level judging.
- State entry deadlines are determined by the respective State Federation.
- State Writing Contest Chairmen shall select judges, who will evaluate submissions and select a first place winning entry in each category.
- State Writing Contest Chairmen should keep in mind the national deadline when arranging for state-level judging.

NATIONAL LEVEL

- One winning state entry per writing contest, per category, must be sent to the national GFWC Writing Contest Chairman, postmarked no later than April 1 each year.
- All entries must be accompanied by a cover letter from each State GFWC Creative Writing Contest Chairman with a complete list of state writing contest winners.
- All entries may be mailed or electronically sent to the GFWC Writing Contest Chairman.

CLARIFICATIONS AND FREQUENTLY ASKED QUESTIONS

- Manuscripts will not be returned. Authors should keep a copy.
- By submitting your short story or poem to GFWC, you are providing GFWC with a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell, license the work in any media known or later invented without limitation, for commercial or non-commercial purposes.
- A completed and signed GFWC Creative Arts Waiver must be submitted with each entry.

GENERAL FEDERATION
of WOMEN'S CLUBS
www.GFWC.org

CREATIVE ARTS WAIVER

With my signature I declare that:

☐ I have created the submitted work, entitled _____, and I own the full copyright. The work has not been published before.

☐ With my work, including pictures, tables, or additional media, I do not violate or infringe the copyright of other persons or entities.

The work in question is (please check one): ☐ Photography ☐ Poetry ☐ Short Story

☐ I grant the General Federation of Women's Clubs a royalty-free perpetual license to use, reproduce, post, display, create derivative works, sell, license, or sub-license the work in any media now known or later invented without limitation, for commercial or non-commercial purposes.

☐ I agree that I shall not release the work to any other publication in the same or substantially similar form, without prior written and explicit consent from the General Federation of Women's Clubs.

This agreement shall become effective and binding at the date of formal acceptance of the work for publication by the General Federation of Women's Clubs.

Full Name (Print)		
Mailing Address		
City	State	Zip
Email		
Phone		

_____ _____
Signature Date

_____ _____
Parent/Guardian Signature (if submitter is under 18 years of age) Date