

# Club Communications Plan

Communications of the Wake Forest Woman's Club take the forms listed below. They are the duties of the Communications Standing Committee members. You will find descriptions of communications-related positions in the Standing Committees section of the club's yearbook. To accomplish their goals, committee members depend upon CSP chairmen, committee chairmen, and other club members.

**Club logo use for advertising, banners, programs, etc.** The Communications Standing Committee (as outlined in Policies and Procedures) is charged to "manage the club brand (image)." This committee may produce materials using the club logo to advance the brand of the club among both members and external audiences. Other club groups planning to use the club logo to promote an activity to the public are encouraged to contact the chairman of the Communications Standing Committee for assistance.

**Electronic Communications.** With the approval of the president, club members may send SignUpGenius invitations to member email addresses. Members view and respond accordingly.

**News and Views.** The *Wake Forest Woman's Club News and Views* newsletter is published to the membership seven days before each general club meeting. Guidelines are:

1. Maximum of four pages; exceptions for adding a handout or for a proposal for voting at the next general meeting
2. Articles up to 200 words, submitted to the newsletter editor via email; hyperlinks included, if desired; photos and captions attached, if desired
3. Topics: member-submitted articles related to WFWC; other articles related to District 6, GFWC-NC, and GFWC news; President's Message and topics at the president's discretion

**Photography.** As part of an application for membership, each member signs a photo release (or specifies to be excused from photo sessions). The membership chairman keeps a file of completed and signed applications for membership. The photographer (or another member designated by the photographer) takes photos at general club meetings and banquets and at CSP meetings and events. The photographer stores photos as archives. The photos may be included in media publicity, on the club's website, and/or on the club's Facebook page.

**Press Book.** A press book from September 1 to August 31 each year contains published press releases and other public media mentions of the club or members. The website editor posts the press books in the website archives.

**Publicity.** Press releases, with or without photos/captions, promote club events to the public. With the president's approval, the publicist submits press releases to news media or social media as well as to District 6, GFWC-NC, and GFWC.

**Scrapbook.** The scrapbook tells the story of the club's activities during a club year (September 1 to August 31), using photographs and narratives. The scrapbook editor sends completed pages to the social media editor for posting on the club's Facebook page and to the website editor for posting on the website.

**Social Media.** The social media editor posts to the club's Facebook page. Club members and others follow the club's social media presence. The social media editor guards the privacy of members' names and information. Social media is a tool to recruit new members and widen public club awareness of the club's purposes.

**Website.** The club website ([www.wake-forest-womans-club.com](http://www.wake-forest-womans-club.com)) has two distinct areas:

1. Public area for external audiences to communicate the club's mission through links, including but not limited to: About Us, Community Service Programs, Gallery, and I'm Interested!
2. Members area, accessed by means of a username and password that the website editor assigns to each member: yearbooks, newsletters, minutes of meetings, procedural instructions, forms; and archives to include past club scrapbooks, yearbooks, press books, minutes, newsletters, photos, etc.

**Yearbook.** The *Wake Forest Woman's Club Yearbook*, is published for members twice each year (October and January). It is an important source of information for all club members and is available on the club website's Members area. The yearbook includes the following: Bylaws • Policies and Procedures • Duties of leadership roles, names of members filling each role, and expectations for all members • Approved yearly budget • Member roster, birthdays, and committee assignments for all members • Goals of the five Community Service Program areas • Federation and Club Calendar of club activities and events • and Club's history and traditions, including scholarships and traveling silver awards.

## Wake Forest Woman's Club Writing Tips

Updated November 2022: The following Wake Forest Woman's Club Writing Tips feature guidelines from the Wake Forest Woman's Club's Communications Committee as well as excerpts from the most recently published November 2015 updated *GFWC Stylebook*.\* The website editor has posted the stylebook on the club's website in the Members area.

What is a Brand? A brand describes all the information, perceptions, and experiences that relate to a product, service, or organization. When we experience a brand, we associate it with a set of expectations or perceptions.

**Brand Compliance.** The *GFWC Stylebook* is the primary reference for maintaining the GFWC brand, reinforcing our brand nature, communicating our vital messages, and enhancing the image of GFWC and GFWC members.

*Tips on Writing Well:*

**Point of View.** GFWC communications are written in first-person and second-person points of view, using words like we, our, you, and your. This creates a sense of familiarity and community and gives the reader a warm sense of inclusion. For example, write "You will find the information you are looking for in the *GFWC Club Manual*." versus "The information is in the *GFWC Club Manual*."

**Brevity.** Get to the point. Then stop. Use plain English. Express one thought at a time. Let the facts speak for themselves. Use short words and phrases. If it is possible to cut out a word, cut it out.

**Reading Comprehension.** GFWC communications should be written to a fifth-grade reading level. Most magazines and newspapers are written to this level.

**Avoid Unnecessary Phrases.** Avoid phrases that add nothing to the meaning of a sentence:

All things considered... As a matter of fact... For the purpose of... that currently...

*Keywords and Phrases*

Below are some keywords and phrases that should be used in writing for GFWC/WFWC communications to reinforce our focus, mission, values, and ideals.

Clubwoman/clubwomen	Service organization
Club member	Unity in Diversity
GFWC	Volunteer opportunity
General Federation of Women's Clubs	Volunteering
Juniorettes	Volunteers in Action

## Wake Forest Woman's Club Media and Photo Tips

The following WFWC Media and Photo Tips feature excerpts from the 2022-2024 *GFWC Club Manual Communications and Public Relations Advancement Plan*. You will find information regarding each topic in the 2022-2024 *GFWC Club Manual* that is posted on our club's website in the Members area.

**About photos:** The photographer takes photos during general meetings so that all members of the hosting committee can participate and enjoy their program. The photography of CSPs and other activities is the responsibility of those groups, with the photographer as a backup.

### **MEDIA RELATIONS** (Preparing a Story)

Media relations refers to the connection between an organization and journalists: Our club's publicist submits press releases to request publication in the media. Press releases provide to the media the basics needed to prepare a story. Press releases should be concise and straightforward. They should cover club projects, programs, and accomplishments. They should highlight the news value of GFWC's work in the community. The club's publicist should use a news angle or hook to increase the chances for media coverage. When writing a news release or other publicity, consider the following:

- Is this relevant beyond GFWC/WFWC?
- What is the impact (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 (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 the club's activities and accomplishments, focusing on why they are interesting. Human interest, humor, and innovative ideas make the best story topics.

- Has the club implemented a modern solution to an old problem?
- Is the 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 but not in the body of your email or in a Word document.
- Photos should be in the highest resolution possible but no fewer than 300 dpi (dots per inch).

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## DEVELOPING A GOOD EYE FOR PHOTOGRAPHY

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

- **Plan your photo** so something is happening whenever possible. People standing or posing together do not make the most interesting photos, although a photo of club members posing and sharing the activity experience is important for club scrapbooks and websites.
- **Limit photographs** to no more than five people, if appropriate. Do not cram a lot of people into the frame if more photos with fewer subjects can obtain the same result of showing volunteers involved.
- **Strive for simplicity.** Remove water glasses, soda cans, purses, wastebaskets, or anything that clutters the photo.
- **Create Emphasis.** If you are photographing a person, bring the subject forward from the background so the emphasis is on the person. Subjects should not be leaning up against a wall.
- **Position the subject** so his or her body is at an angle (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 the person move forward or position differently.
- **Smartphone photography** has become the popular choice for taking pictures. The tips above still hold true. Other tips for smartphone photography are:
  - Hold your smartphone sideways to take all pictures.
  - Keep your smartphone still to get a clear shot.
  - Clean the camera lens – your smartphone can get dirty “living” in pockets, purses, and bags.
  - Set your camera to HDR for sharper images.
  - Avoid using digital zoom. It decreases the quality.
  - Observe camera etiquette.

## Club Sample Media Release:

### FOR IMMEDIATE RELEASE (include date to be released)

[Club Name]

[Street Address] | [City, Postal Code State Abbreviation, Zip]

www.ClubWebsite.org/com | P: XXX-XXX-XXXX

**Contact:** [club president or club publicist]

[Contact phone number]

[Contact email address]

### HEADLINE USING ALL UPPERCASE LETTERS

*Subtitle in Italics*

**Stand-alone photo attached**

**Caption: (enter caption)**

**Month, Day, Year (Club’s City, State Abbreviation)** – The opening paragraph should contain a news angle or hook to attract 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 relevant information, including benefits, statistics, area of impact, etc. If applicable, add quotes from your club president, community leaders, program partners, or elected officials. The quote should be based on the press release topic. Obtain the individual’s permission to use the quote.

**Add Boilerplate:** (When it applies, add boilerplate information from the referenced *2022-2024 GFWC Club Manual*)

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.

Insert three number symbols at the end of the release to show that the press release is complete, like this:

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