

COMMUNICATIONS AND PUBLIC RELATIONS ADVANCEMENT PLAN

2024-2026 GFWC CLUB MANUAL

Today, communication entails a Four-Step Process which is planning, strategizing, executing, and evaluating tactics used to get your message out. What is a tactic? Some tactical forms include using visual, written, digital, and audible forms of communication. For your club to become even more efficient and resourceful, you must consider taking the time to develop and execute a marketing communications plan, one that encompasses the Four-Step Process to effectively engage your members, prospects, and your local community leaders.

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 **MARKETING COMMUNICATIONS PLAN**. It is the first step in understanding your membership! It is how you will shape content that will educate, inform, and motivate current members as well as potential **NEW** members. Executed properly, a good communications plan 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 marketing communications plan, 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



GFWC
est. 1890
GENERAL FEDERATION
OF WOMEN'S CLUBS

2024-2026 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

Becky Bolden, Chairman
Southern Region
4510 Hidden Meadows Lane
Monroe, GA 30656
Beckybolden11@gmail.com

Award entries to:
CPRentries@gmail.com

Jeanette Wells
GFWC Great Lakes Region
gfwc.jtw@gmail.com

Rita Hollada
GFWC Middle-Atlantic Region
r.hollada@mediacombb.net

Janine Eilert
GFWC Mississippi Valley Region
kiwieilert@sbcglobal.net

Jeanne O'Sullivan
GFWC New England Region
jmosullivan@comcast.net

Brooke Huddleston
GFWC South Central Region
huddleston.brooke@yahoo.com

Jennifer Jobe
GFWC Southeastern Region
jenniferwjobe@gmail.com

Nancy Kaufman
GFWC Western States Region
npkauf@comcast.net