



## **GFWC New Hampshire Online Reporting: Part 2**

# **Super Power Reporting Skills Suggestions, Strategies and Samples**

Updated for Reporting 2024 Projects  
Completed Jan 1, 2024-Dec 31, 2024

**2024 Online Reporting Anticipated Deadlines:**  
**Opening Day for 2024 Club Reporting April 1, 2024**  
**2024 Final Club Reports due January 15, 2025**  
**GFWC-NH Chairmen Reports due February 15, 2025**  
**All GFWC-NH Reports due to GFWC March 15, 2025**

Contact:  
Dolores VanBlarcom  
GFWC-NH Vice President 2024-2026  
[davan1@aol.com](mailto:davan1@aol.com)



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***The secret of getting ahead is getting started. – Sally Burger***

***The road to success is always under construction. – Lily Tomlin***

### **Terms and Abbreviations to Know**

1. **SP's** are Special Programs including GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention and GFWC Juniors' Special Program: Advocates for Children.
2. **CSP's** are our Community Service Programs including Arts and Culture, Civic Engagement & Outreach, Education & Libraries, Environment, and Health & Wellness.
3. **AP's** are our Advancement Plans including: Communications & Public Relations, Fundraising & Development, Leadership, Legislation & Public Policy, Membership and Women's History & Resource Center.
4. **ESO** or Epsilon Sigma Omicron is our GFWC Book Club. It is a subset of our Education & Libraries CSP, but it is reported independently in its own category for online reporting.

### **Important Notes to all GFWC-NH Club Presidents regarding your Club's Reporters**

Don't do this alone. Create your club's team. Presidents, Executive Board members, Club Chairmen and future club leaders can all help. All our NH clubs are "United in our Diversity" so your team will be different than others but we can share ideas with one another. Here's our steps on how best to assemble your team:

1. Club Presidents may request to have multiple members set up as reporters. At this time there is no limit on how many reporters a club may request. In the past we had a limit of only three per club. With more of our larger clubs using a chairmanship structure matching what we see at the state and national level, some clubs have asked to allow all their club chairmen or others to access reporting. We want to make reporting work for all our diverse clubs.
2. Only Club Presidents may submit names of club approved reporters. This is a newly requested procedure. We hope that this will cut down on the confusion of who can report, who can ask to be a reporter and who can submit their name and needed information. Club Presidents only should send their club's list of reporters to both Dolores VanBlarcom, GFWC-NH Vice President AND Donna Maskwa, GFWC-NH President-elect. Additional reporters may be added by a Club President when needed. When submitting a reporter's information, Club Presidents need to include your reporter's name, phone number, email address, club name and the reporter's club position (i.e. Arts and Culture Chairman, Club VP, etc.). When a new administration begins these contact names will change.
3. We will always answer questions from all reporters on technical or reporting issues, however, it would be helpful if clubs with multiple reporters identify an

- internal "first resource" person, either the Club President or another seasoned reporter, who can serve as a "first resource" for their club's reporting "team". We request that reporters do not contact AdminInternet, our website provider, directly. Please use our internal resources for all reporting questions.
4. Most clubs may not need more than a few reporters. That's great too. We do advise that having more than just one reporter is a good idea. Every club benefits from having a reporting "team". Two heads are better than one, supporting one another, being prepared for the unexpected and laying the groundwork for future club transitions are all good reasons to have a "team". As a Club President you should also send in a quick note reconfirming who your reporters will be this year even if it's only you and one other member. Avoiding confusion in January always helps. Start now.
  5. Please let's all keep an eye out for confusion caused by too many reporters. Please give Dolores a call to share any concerns.

### **Get all your team successfully signed up for online reporting**

1. Have all your team go to our GFWC-NH web page at <https://gfwcnh.org> This opens up our **public website**. On the blue tool bar ribbon you will see 6 available dropdown options.
2. Log into the **members only** portal by clicking "Log In" in the upper left corner above the GFWC logo.
3. If you have never signed up previously you will need to create an account with a username and password of your choice.
4. Once you are logged in successfully you will see that the blue tool bar ribbon has expanded to include 2 additional drop downs for "Reporting" and "Members". You are now official.

### **First Steps on Collecting Your Club's Information – Great Advice from our Pro's**

1. **Treasurer's Rock!** Connect with your Treasurer! Get a list of every donation from the reporting year and get those donations reported first. Cash is King. Don't forget Scholarships if your club awards them. Look for any reimbursement checks paid to members. Reimbursements may reflect "In Kind Donations" to a CSP category or "Dollars Spent" in an AP category.
2. **Reporting Secretaries Rule!** Meeting minutes are a great resource to remember project details.
3. **Club Communications!** Facebook pages, club newsletters and other vehicles often already have captured narrative information and possibly specific details about your club's projects. Text often can be copied and pasted into the narratives of a report saving lots of time.

## **Definitions for Reporting Terms:**

Black text comes from GFWC State Statistical Form. Red text is just further clarification.

1. **Community Service Programs** are the programs and projects members initiate and participate in to serve their communities, including projects with GFWC Affiliate Organizations.
2. **Number of Projects** is the numerical account of the programs and projects initiated and participated in by the clubs in your State.
3. **Volunteer Hours** is the amount of time that members worked on club approved programs and projects. *When individual reports are written, # volunteer hours = #members x #hours each worked. If 10 members work 5 hours each, you report 50 hours.*
4. **Dollars Donated** is the monetary amount given to programs and projects. *Dollars donated would be **actual funds** (check or cash) given to an organization outside your club such as a local food pantry. Dollars donated are **only reported in our SP's, CSP's AND our AP Women's History Resource Center.** Dollars Donated are **not reported in any other Advancement Plan categories.***
5. **In-Kind Donations** reflect the **monetary value** (*not cash or check*) for goods provided to programs and projects. *In other words, they're "Kinda like donations but not". In kind donations are actual "stuff". They are "**non-monetary donations**" that do not involve cash funds. In-Kind Donations can be new or used goods. New In-Kind donations might be newly purchased canned goods for the local food pantry or newly purchased clothes or toys purchased by members or a club for an organization like Family Promise. The value of "newly purchased" in-kind donations is reflected on the store receipt when a member or club purchases the item. When "used" goods are donated, such as in a used coat drive or when donating used furniture or household supplies to a shelter, clubs/members need to determine a reasonable fair market value of the used items. Please refer to the GFWC In-Kind Donation Guide available at [www.GFWC.org](http://www.GFWC.org) (in the members portal in "My Digital Library" under Resources under "I") for an estimated value of commonly donated items. In-Kind Donations, (as in the case of Dollars Donated) are **only reported** in our SP's, CSP's and WHRC programs (same as Dollars Donated) and **NOT reported in any Advancement Plan categories.***
6. **Dollars Spent** are costs incurred by members, clubs, or State Federations to achieve Advancement Plan goals. *"Dollars spent" are reported under the Advancement Plans for Communication & Public Relations, Leadership, Legislation & Public Policy and Membership. The Advancement Plan categories are the only place where "Dollars Spent" should be recorded. "Dollars spent" are not reported in our AP Fundraising category.*
7. **Dollars Raised** reflects the dollars earned from fundraising and development programs and projects. *Dollars Raised is **only reported** under Fundraising. It should reflect a **net profit**, meaning total money brought in less expenses. Simply put if ticket sales to a club event equal \$1500 and the club had to rent space for \$500, the dollars raised would be \$1000. If dollars raised are then donated to a CSP program or multiple donations are split among multiple organizations, all donations should be reported as separate project reports in the appropriate CSP categories where dollars were donated.*

(written/revised 4/2024 D. Maskwa)

## Simple Reporting Procedures

### Reporting a Simple Check Donation

1. Remember: The number of members reported when making a club donation is always the **total** number of club members. Donations honor **all your members'** efforts.
2. Number of hours reported for a simple donation may include discussion time at a meeting (# of members attending (say 20 members) x length of discussion (1/2 hour) = 10 hours, plus the club treasurer's time to follow up, write a check and mail it to the charity (perhaps 1 hour), any additional time during a club meeting if the receiving charity sends a representative to your meeting to accept the check (again, # attending members x time spent during the meeting) and/or the time of a few members who might have personally delivered the donation check.
3. Never diminish the HUGE value a simple donation can make in your community especially when that donation creates waves of community support. A great example in 2022 was when our GFWC Greenland Women's Club donated \$500 to an Eagle Scout who then used that donation to design and build a pergola as an outdoor classroom that was then given to the town's elementary school. It was a triple win that took home a GFWC Top Ten award and was even further discussed at the 2023 GFWC Annual Convention.
4. In this case, Greenland's report was made in the Education and Library category showing Dollars Donated as \$500, the club's total membership as # volunteers, # hours would reflect actual time spent by members (See 2 above) and the narrative would have captured the value of the many impacts of the donation. Win, win, win. Simple, simple, simple.

### Reporting a Simple Donation of Club Time

Many club projects may not involve any donation. Examples involve hosting a guest speaker who comes to a club meeting so members learn more about that organization and/or projects involving members volunteering their time for other community groups' events, i.e. a Chamber of Commerce event. These projects all fall into these "time only" projects. In these cases, cash is not king, and the value of our time is "priceless." Our collective time volunteering is the heart of who we are and what we do. Joyfully report it.

In 2022 GFWC Dover Area Woman's Club hosted a speaker from 21 Senses, a group dedicated to assisting children and adults with sensory regulatory issues. A speaker came to a club meeting and spoke to 15 attendees for 1 hour. Later a smaller group of those same members volunteered to staff 20 hours at a "Calm Space" organized by 21 Senses at a community event. Simple reporting of time looked like this:

1. Project was reported under CSP Health & Wellness reflecting the speaker's topic
2. Number of total volunteers reported was 15 (# attendees at first club meeting)
3. Total number of hours reported was  $15 + 20 = 35$  hours.

4. The narrative pulled the project together.

### **Fundraising Reporting and the Famous Bake Sale Example: Two Reports Needed**

If your club holds a fundraiser and proceeds from the fundraiser are donated to a local charity, the reporting takes place in two separate reports. For example, your club with 50 total members holds a bake sale for the local library with the following statistics:

1. Club holds a bake sale to benefit their local library and makes \$5000.
2. 20 Club members provided all the ingredients to bake and decorate all the items which was estimated at \$300 for In-Kind supplies.
3. Those same 20 Club members had 100 volunteer hours planning the bake sale, baking, and time staffing the actual event.
4. Later the club treasurer spent 1 hour to write a club check out and take that club's check to present it at the Library.

You will need to report this project in two (2) places: Under Fundraising AND under the CSP Education and Libraries as shown below:

Under Fundraising, report this project as follows

1. # volunteers as 20
2. # hours as 100 hours
3. Dollars Raised as \$5000 Dollars

Under the CSP Education and Libraries, report this same project as follows:

1. Because this report shows an actual cash donation, the # of volunteers= the total number of club members, so # members = 50
2. Number of hours is 1 hour from the treasurer who brought check to library.
3. Dollars donated is \$5000
4. In-Kind donations = \$300. Yes the value/cost of the baked goods baked and donated is included here.

In both cases the narratives can be very similar to one another or even duplicated.

### **Speaking of Narratives – Some pointers to consider:**

1. **A great narrative** Includes information that describes the “who, what, when, where, how, and why” of the project as well as pertinent statistics for that project.
2. **Strike a balance between short and concise** but include enough information so a non-club member will understand what this project involved and/or why it worked.
3. **Include all partner organization's names** in your report. Partners may include the local nonprofit who benefitted from the club's project. Use a one-line description of what they do. Their website will most likely have a great one

sentence description. Copy and paste it into your narrative. Partners might also be local businesses that helped, i.e. the Chamber or the local grocery store or bank or elementary school. Include them all!

4. **Emphasis Areas:** Although our SP's and CSP's are mostly unchanged from one GFWC administration to the next, each new administration's chairmen do tend to choose a fresh emphasis to highlight in their category. Here's a cut and paste quote from the Winter 2023 Clubwoman Magazine in the letter from Katie Moydell, Director of Junior Clubs, to show what this looks like: *"The Junior Executive Committee determined that cybersecurity and safety for children was a desired area of emphasis early on."* If a project by your club reflects that kind of emphasis, that's a great point to add to the narratives. It's also a great idea to bring those emphasis areas into planning future projects especially when they complement the personality of your club and its members. Look over the GFWC Member Manual chapters on SP's, CSP's and AP's for other areas of emphasis.
5. **Dealing with the Data:** Narratives are descriptive only. You can include data in the narrative but none of the data included in your narrative will be recorded in the reporting system as hours, members, dollars donated or other info unless you include that data in the correct data boxes below the narrative.
6. **Pro Pointers:** Write your narratives in a word doc first, edit them in the doc, and then copy and paste the finished narrative into the GFWC-NH reporting system. Many reporters, who may have "lost" a narrative while trying to edit it in the actual reporting system, will be shaking their head in total agreement at this advice.
7. **Bonus Points:** If you write all your narratives in an ongoing single doc, you may be able to dress up that word doc to share with your members as a reminder of all your club has done. What a fun year end gift THAT could be and a great way to easily create a history of your club's work and make the work of doing the reporting far more meaningful to your members.
8. **Review:** Here's a great suggestion from Sheila Casey, GFWC-NH Arts and Culture Co-Chairman, 2022-2024. "Each club should go back and quickly take a look at all their reported projects 'by category'. All projects are awesome but does one specific project really stand out as the project your club is most proud of? Take a little extra time to give additional depth in the narrative for that project. Do it for each SP/CSP category. Make those project(s) stand out. Chairmen look through many reports and your efforts in the narrative will shine a light on the project(s) that meant the most to your club and community."

### **The Sticky Wicket Questions of Reporting... in no particular order**

1. **Can a project be cross reported multiple times?** Yes and no. Every project can only be reported under 1 single CSP. Greenland chose Education and Libraries for their donation. They might have chosen Civic Engagement & Outreach. That's a reporter's choice based on their best decision of the intent of the project or what the club hoped to do. You cannot divide a project between 2 CSPs. Just choose 1 CSP/project. Choose the best one.

2. **Fundraising Projects are unique.** Bake sales are different than craft fairs which are different than hosting a community soup night which is different than being awarded cash funds via grant writing. All of these bring dollars into your club that can then be reported as “Dollars Raised” in the fundraising category of reporting. Big fundraisers often allow clubs to make multiple donations to very diverse non-profit partners. Those multiple donations can/should be reported separately into appropriate CSPs that reflect the receiving charity’s connection to our CSPs.
3. **A project may be reported in multiple Advancement Plan categories.** Often this might be reporting parts of a project under CPR and Membership. If the Bake Sale had a big CPR component with newspaper announcements and a social media blitz AND there was a separate membership table with members handing out brochures and club information, these both can be reported. You don’t need to go crazy breaking projects apart but it is possible with AP’s. Let your narratives for the “main report” include all the parts to keep the pieces of the project together to show a project’s depth. Be careful not to duplicate data like # members, time, etc. when cross reporting. The truth is that our AP reporting categories receive fewer reports than our CSPs and our Chairmen in those categories would love to work with more reports as they compile their state statistics. Before you close out your club’s reports this year, look to see if you reported in all SP, CSP and AP categories. Maybe you could separate the CPR component of a project with a special CPR report. Again, please don’t double count the data.
4. **Cross Reporting Tips:** As reported earlier, the text of the narrative does not add to the data collected. You can repeat a great narrative from the larger project like the Annual Bake Sale into the other cross reports. Don’t let your awesome generous donations that mean so much to club members stand naked in their narratives, i.e.” Club donated \$1000 to Food Pantry.” You can connect the bake sale narrative with the narrative for the donation. Some clubs even put at the end of the narrative “This project has been cross reported under ABC and XYZ categories. That can really help our Chairmen.
5. **Affiliate Organization Reports:** Whenever a project or donation supports one of our GFWC Affiliate organizations please put the name of the Affiliate at the beginning of the Title of the report, i.e. “UNICEF Donation for Ukrainian Children”. The actual project should be reported under the CSP that best reflects the purpose of the project. In this case, perhaps Advocates for Children is best. This is your club’s choice based on your intent.
6. **Can members’ personal donations to a non-profit be reported by the club?** WOW. This was a fascinating discussion on ZOOM. The collective answer was.....Yes. Here’s when and why. Clubs are often connected to wonderful local nonprofits as well as our amazing GFWC Affiliate organizations. Active GFWC members are inspired by their work and their connection to the club. A member may choose to make a personal donation of their own to that organization. Since this donation is directly linked to the member’s involvement with GFWC it is reportable. If the member shares this info with her club, a report saying, “a member of our club donated to March of Dimes”. Include the dollars donated if



shared. Never use the member's name in your report but you can report the donation. Other personal donations made by members to programming totally unrelated to club activities or GFWC should **not** be included. Finally, and obviously, never ask club members to "submit" their personal donations for reporting. It's a member's sole decision to share this info with the club or not.

7. **Sponsoring a special event** (I.E. your club takes on a GOLD sponsorship costing \$1500) for an organization in your club's community is a great way to support that organization AND gain a little visibility for your club to share what you do. Oftentimes sponsorships are for a sit down meal event. HAVEN, NH has a "Kids are Our Business Breakfast" and businesses or a GFWC club can sponsor the event. A club could also sponsor a theatrical performance or even be an annual sponsor for a theater. The sponsorship is absolutely reportable. What if members buy a ticket to the event to support the organization? The answer somewhat follows IRS guidelines in that if the ticket conveys something of value..I.E. a meal, or a seat at the performance, it is **not** reportable. This topic is not always this clear and we only ask that clubs use their best judgement.
8. **There's always room for improvement:** There's always more quirky reporting issues to add. Please feel free to submit your club's reporting questions and quirks to Dolores VanBlarcom @ davan1@aol.com or the current GFWC-NH Vice President. We'll get them answered and possibly add them to the next revision of this doc.

**Thank you to everyone who has ever reported for any of our clubs. Best of Luck reporting your club's 2024 projects.**

**A special thank you to Donna Maskwa, GFWC President-elect 2024-2026 for all her hard work in putting this together.**