

# 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



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## CLUB CONNECTION INITIATIVE: COMMUNICATION AND PUBLIC RELATIONS TOOLKIT



The GFWC Communication and Public Relations Toolkit is a bountiful resource for club members. Topics include newsletters, websites, social media, body language, public speaking, proper use of emails, public relations, marketing, and all types of communication tools. These resources are located in the Member Portal Digital Library, in the "Toolkit" folder. These could be used to help members grow in understanding and improving communications and public relations skills, or they could be used as a club program. Your club is encouraged to utilize one of the tips and post a picture on social media using the tool and tag #GFWCCPRTOOLKIT. A shout out in the Advancement Forum Facebook group will recognize clubs taking advantage of the Toolkit and sharing on social media. Using the rebranded GFWC Emblem could result in extra focus.

DOWNLOAD THE GFWC EMBLEM FROM THE MEMBER PORTAL



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