

Cary Woman's Club

Communications Program 2023

The Communications Program of the Cary Woman's Club is limited in scope but it serves our purposes well in recruiting new members, communicating with our current members, and serving as a resource for information about club activities and programs for our members and those in the Cary community and beyond. The focused and targeted scope makes the communication effective without overwhelming our volunteers with fragmented efforts.

Cary Woman's Club Website

The Cary Woman's Club Website has been enhanced and is maintained by a Cary Woman's Club member. The purpose of the site is to provide a ready reference for our club members and also provide information to anyone who may be interested in the club. We have had several new club members come to us through this website. The site is also an archive, a digital scrapbook of our activities and successes. We can provide a link for organizations or CSPs requesting a grant, for students applying for a scholarship or for members or the public who need more information about one or more of our current projects or fund raisers.

During 2023, the following were updated, added or enhanced:

- Home Page – loaded new updated logo and revised page
- Membership Application
- Scholarship Application Form
- Added a new page, Newsletters for 2023
- Completed 23 Picture Composite Pages of Activities and/or projects
- WordPress Software and Plug Ins were updated
- Troubleshoot issues with website

The best way to experience the website is to take a tour. From the home page, there are five other sections, some of which have links to more information. They are About Us, Meetings, Community Service, Officers, Contact. Link is: <http://carywomansclub.org/>

Volunteer hours : 41

Dollars: 164 (hosting)

In-Kind:

Members: 39

Monthly Newsletter

The Cary Woman's Club provides ongoing communication directly through emails from our various CSP Chairs and a monthly newsletter which typically comes out on the first of the month, before our regular general membership meeting. The newsletter helps all our members to know what is going on in our club and how they can participate in our programs, fundraising and activities. The officers and committee chairpersons as well as individual members submit information that they would like to have published.

The newsletter editor sends special edition/interim communications as reminders of events and donation drives. Upon request, she will create a beautifully designed invitation for CSP chairs or other members to notify and/or invite members to a scheduled event or program. Newsletters are also available on the website and copies are sent to prospective members (in lieu of a membership brochure) to encourage them

to see how active the club members are in providing programs to improve the community. We believe this method is more current and more cost effective than a brochure. Each newsletter includes an item about GFWC or GFWC-NC or the state President's Special Project.

Volunteer hours : 106 Dollars: In-Kind: Members: 39

Yearbook

Each year the club reviews and updates the yearbook which provides a comprehensive reference for club members. A new club member receives a physical binder with updated information, but current members receive updates via email each year which they can then use to update their binders. Yearbooks have six sections:

1. Administration – includes mission statement, officers, trustees, club address, meeting information, hosting procedure and words of the pledge of allegiance, salute to NC flag and Collect for Club Women
2. GFWC / GFWC-NC / GFWC-NC District IV information which includes names, addresses and calendar of events
3. Community Service Programs – lists Community Service Programs and current Chairs, other committees and members
4. Financial – provides financial statements and current club budget
5. Membership Directory – names and contact information for current members and a list of Past-Presidents of the Cary Woman's Club.
6. Policies and Procedures and Bylaws

Not only is our Yearbook a reference source of information, but also a place to file minutes, communications and project information throughout the year. The Yearbook also serves as an archive of the year.

Volunteer hours : 47 Dollars: 80 In-Kind: Members: 39

Officer Business Cards

Elected Officers have business cards available to hand out to potential new members or at community events or exhibits which help to publicize the Club. The business card master includes the club logo, club address, web address and the individual's name, elected office and contact information. Cards are also available for any members that request them.

Volunteer hours : 6 Dollars: 12 In-Kind: Members: 39

Club Member Magnetic Name Tags

Each club member is given a permanent magnetic nametag to wear to meetings and public events and exhibits. Club members pay \$5 and the club pays the other \$5 of the cost. The membership Chair orders a nametag for each new member. With a 34 % increase in membership, this helps all members to get acquainted more quickly.

Volunteer hours : 39 Dollars: 195 In-Kind: 195 Members: 39