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Happy Winter!

Winter is finally arriving in South Jersey. We've been really lucky so far with beautiful mild weather (for the most part). For me this was the first Thanksgiving soccer tournament in ages that did not require long johns, wool hats and seventeen pairs of socks. It was delightful – hopefully we aren't going to pay for it with a terrible winter. No doubt this finds you all happily planning for holiday events – both with your club and with your family. Whether you are planning club events to help the community or club events to kick back with your Juniors friends to celebrate the holidays or (most likely both) – make sure you are making the community aware of your events. Whether you use a press release, ads on a local TV station, your website, blog, Facebook, Twitter, etc. – it is so important to let the community know what you are doing and how they can help and also to pique the interest of potential Juniors in your community.

You are an important part of the public face of your club. You keep the community informed of your events and your successes. You also keep the membership informed through newsletters, emails, blogs, website updates and even an occasional (gasp!) phone call or phone chain. Remember you are not alone – there are tons of resources to help you do your job on our website www.jerseyjuniors.com. If you need a logo, a sample press release, media contacts, guidelines for communications with the media, photo release forms, or best practices for email communications – this is the site for you. Visit often and if you have content that you feel would be of value to other clubs send it to communications@jerseyjuniors.com and we will make it available. And most importantly remember that I am a resource for you. If you have questions, ideas, suggestions, concerns I am just a call or email away.



Report time is right around the corner!

I have just received the 2012 reports and the next thing on my to-do list is to upload them to the website www.jerseyjuniors.com (not to be repetitive but it is a great website with lots of relevant content). This year they are in an Excel format and it looks like it will be easier than ever for clubs to report their successes. Hopefully your club is planning on submitting reports – we love to hear about the great things you've been doing and it's wonderful to see the cumulative effect of our contributions in our communities, our state and the world. Looking for a few last minute (easy to do) things to elevate your report from great to stupendous, here's a few things you might want to consider:



- Create or update a club bi-fold or tri-fold extolling your clubs virtues and achievements
- Put together a scrap book or press book
- Create or update a media contact list (start with resources on the website)
- Send information on a great club project to the GFWC Clubwoman Magazine
- Link your club website to GFWC Website, NJSFWC Website, and NJSFWC-JM Website and have them add a link to your website
- Have members subscribe to NJSFWC eConnect, the Almanac or the GFWC Clubwoman Magazine

I've been a Junior for quite a while and have completed quite a few reports. Last year was the first time I had the opportunity to see reports from the other side. As a reviewer of reports I have a completely new perspective on reporting that I would like to share with you. The narrative is a really important part of your report, especially with the communications report. Pretty much every club has a website, sends out press releases, uses email and uses social media. This is all good and I love to hear it. What I really like to hear is the details. How do you use your website – what content works, what doesn't, how often do you update it and what have you learned that might be useful to other clubs? What press releases get published and which are ignored – and why do you think this is so? How have you used social media and what have you found to be the most effective? What aspects of your social media initiatives are appealing to your club and which do they roll their eyes at? You get the point. Let us know what you're really up to and how its working for you!

Communication Resources

Check out the Communications page at www.jerseyjuniors.com for resources and information to help you do your jobs.....

- Want to write a press release but not really sure how to do it.... There is a sample press release on this page.
- The internet is a wonderful tool for communication but we need to be careful. There are guidelines posted for good, safe and effective uses of the internet as a communication tool.
- There are also published guidelines for using email as a tool to communicate with your fellow club members and with state board.
- The website also contains the logos that you should use on all of your club communications. Please consider using the NJSFWC-JM logo and the GFWC logo on all club communications – when doing so you are proudly branding your club as part of these great organizations.

Also remember that I am a resource to you. Feel free to call me or send me an email at communications@jerseyjuniors.com if there's anything I can do to help you do your job better.

I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in.

Bill Gates