

Communications Chair: Arlene Minkiewicz

Communications@jerseyjuniors.com

(856) 630-9408



Welcome to the 2011 - 2012 Club Year!



Let me start by introducing myself. My name is Arlene Minkiewicz from the Merchantville Area Junior Woman's Club in the Garden District. I have been a Junior for the last 14 years and have served my Club in various roles. My favorite of these roles was Communication Chair. Thus here I am!! I live in Merchantville, NJ with my husband, my two sons (16 and 19 - ok actually my older son lives in Morgantown, WV where he attends West Virginia University but I still like to think of him as living here) and my two dogs. I work for a small software company in Mount Laurel, building cost models - I'm a closet math geek. I love baseball (conditioned by years of little league and high school baseball) and am a diehard Phillies Phan!

OK - enough about me - let's get to the reason we're all here. You probably picked Communications Chair because let's face it - Communications is where it's happening! We've got websites, blogs, Facebook, Twitter, Google+, Linked in, Klout, etc - you get the point! We Juniors are so totally in a position to use the world of social networking to get the message out. I see the job of the communications chair as two-fold. You are responsible for the public face of your club and how the community perceives you. You do this with press releases enticing people to attend club events and informing the community of the success of your events. You also do this with letters to the editor discussing the public issues which your club is passionate about. In other words it is your job to create the 'brand' for your club. Your other job is to facilitate successful communications within your club. You do this with club newsletters, email communications, maintaining a website with members information and directing your members to www.jerseyjuniors.com where we try to provide the resources your members need to be successful.

Use the Internet and Social Media

So I just dumped a boatload of responsibilities on all of you. But relax - we are better positioned than ever to make easy work of this job. It's easy to build a website or blog where you post information about your clubs events, the charities you care about, your fundraisers



and the things your club is passionate about. Click here for a review of [Free Website Hosting](#) sites. Click here for a great article [“Top 10 Best Free Blog-Host-Providers”](#) Blogs are a great way to create a place where members of your club and members of the community can go to find out everything you want them to know about your club. A blog is like an online journal where you can list events, post a calendar, or write articles that relate to the clubs mission and passions. Use Facebook to your advantage. It’s easy to create a fan page for your club - have members Like it and then you can use it to stream information to the membership. Have potential members use it as well. Also remember to go to

twitter



www.jerseyjuniors.com and Like our site so you will have our website updates pushed to your Facebook stream. . You can also have your membership use their personal Facebook accounts to advertise club events and successes. What a great way to reach all of the Friends of your members in a non-intrusive way. This is just another way to bring the friends of friends into the club or to your events and fundraisers. Currently, my personal favorite form of social media is Twitter. At first it seemed a little ridiculous to me but it turns out that lots of businesses, like

my own, are using it as a way to get content out to customers and potential customers. Lots of charity organizations are using it too. You can create an account for your club and have members follow it. You only get 140 characters to get your message out but those generally include a link to a website with the more detailed content. @TheValerieFund_, @Unicef, @unicefusa, @womenvolunteers (the GFWC – somebody else got the GFWC user name first), @GoRedForWomen have Twitter accounts as does @letsmove. By following your favorite charities you can see what their current focus is and share that with your followers. There are so many opportunities for you to get information out to the club and the rest of your community.



Remember when you post something to the internet it’s there forever. Only write, post, share or tweet things that are positive about your club. Face to face confrontations are still an excellent way to work out personal and club problems.

Communication Contests

No doubt you have specific goals for your Club this year with respect to communications and your ability to increase your footprint in the community. One or more of your goals is likely to align with one or more of the annual communication contests. Here is an overview of the contests so you can get a jump on any that make sense for your club.

- Newsletter – if your club has a regular news letter (and if you don’t you should really consider it – it’s a great way to communicate with your fellow club members) you should keep in mind the newsletter contest. Clubs select a few of their best newsletters for submittal. There are different categories for submittal based on the newsletters length. They are then judged on content, presentation, style, etc. And



remember that if you are writing a newsletter you can repurpose all of it on your website and blog and then link to it from your Facebook page or Twitter account

- Press Book – if your club makes frequent submissions to the press (and if you don't you should really consider it – it's a great way to involve the community in your activities and keep them informed of your successes) you should keep a press book containing all of your submissions along with the print copy of any that actually make it into the paper (or magazine or online publication). Submissions are judged on the quality and content of the submissions not on the articles that are actually published



- History Book – Club History books are a great way to keep a record of club activities and provide a valuable tool to help new and future members to see what the club is all about. A history book is the club's scrapbook – containing pictures, pamphlets, press releases, articles, and other memorabilia documenting all the club does – from your fund raisers to important contributions to the community to the girls night out that's just for fun. If your club does anything that's important or useful or fun – start collecting now. History books are judged on content, presentation, style, etc. If you create a great blog or website – your history book becomes a collection of all the content published there... feel free to double dip!



More information will be forthcoming on communication contests – I just wanted to provide a heads up as well as give you some ideas as you develop your communication plan for the club year. Even if you don't have a competitive bone in your body and have no intention of entering any contests – consider the value that a newsletter, press book and/or history book would have for your club!

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.

*“Good communication is as stimulating
as black coffee, and just as hard to
sleep after” (Anne Morrow Lindbergh)*