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## *Let's Start Communicating!*

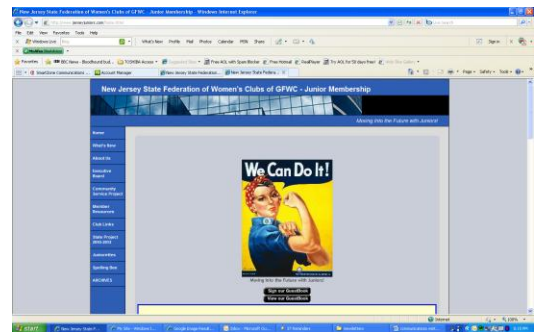
Now that your Club year is in full swing, I hope you have found lots of fun ways to get your Club's name out there in the spotlight. Maybe you've advertised your weekly meetings in a local newspaper or you've established/updated your website to make it easy for members of the community to know what's going on with the local Juniors Club. Maybe you've written a press release to inform the world of something that your club cares deeply about. Maybe you just been sending members out and about to get the word out at their jobs, their play groups, the local library or other civic organizations. If you haven't there's no time like the present. Hopefully there will be some nuggets in this bulletin that strike your fancy and get you started communicating and spreading the good Junior word!



## *Check out the Jersey Juniors Website!*

Have you been to the [Jersey Juniors](http://www.jerseyjuniors.com) website lately! If not click the link and check it out now. The website has been redesigned to help promote the Juniors and to better serve your club as a resource. Here's what you will find there.....

- Home page – this is our face to the world. We've just added a Guest Book. Sign it and let us know what you think of the site
- What's New – check here often for the latest Junior's new
- About us – this links to pages that tell the Junior's mission and highlight recent activities of clubs in the state
- Executive Board – find a state board member, see what the Director and the Federation Chairman are thinking
- Community Service Projects – get the project ideas and information from the State Community Service Project Chairs



- Member Resources – find valuable information about membership, communication, reports and convention
- Club Links – contact information for other clubs in your district and the state
- State Project – Learn more about what your club can do to help the Valerie Fund
- Junioresettes – Get the latest information from your state chair and find out what other Junioresette Clubs are up to
- Spelling Bee – if you want to run a Club Spelling Bee and aren't sure where to start – check here for the scoop

This website is there for your Clubs. Visit often. If you have information you would like to see there or want to share your successes with the rest of the state – email your thoughts to [communications@jerseyjuniors.com](mailto:communications@jerseyjuniors.com).

### *Easy Communications Projects*

Looking for some easy Communications Projects your Club can do. Here are a few ideas.....

- Start a club website or vow to update your existing one regularly
- Get every member in your club to visit the Jersey Juniors website and sign the guest book – shoot for 100% participation
- Use Social Media to share information about your club events.
- Start or continue to publish a club newsletter – use email to make it paperless
- Invite the local press to all of your events
- Send a Press Release to a local newspaper or television station.
- Write an article about a club event to promote it, to declare it a success or to thank all the organizations and individuals that helped make it a success

Everything you do to promote your club or to improve communications within your club or to promote the club to the community is a communications project, regardless of how big or small. Take every opportunity to communicate! Maybe your Mom told it isn't nice to brag – she probably didn't know about the (little known) 'Juniors exception'. "It's OK to brag when your sharing your promoting your fantastic club."



## *A Picture's Worth a Thousand Words!*

We have all heard the expression that a picture is worth 1000 words. Nowhere is that more true than on our website. The more pictures we have of Juniors and their supporters having fun while doing good, the better the story we have to tell. Our website is increasingly becoming our first impression for young women looking for a place in their community. **All Clubs are encouraged to use pictures to tell their stories on their websites and to send them to [communications@jerseyjuniors.com](mailto:communications@jerseyjuniors.com) for publication on the Jersey Juniors website.** (It's also OK to show off a little – show the world what your club can do!).



Unfortunately, at the same time we need to protect ourselves, the NJSFWC and the GFWC from the legal consequences and/or bad publicity associated with publishing a picture of a person who, for whatever reason, does not want their image in the public domain. For this reason it is important to get a release from all persons (or the legal guardian for minors) whose pictures we hope to publish. A sample release can be found on the [Jersey Juniors Communications Page](#). Make sure you download a copy and have it ready at your next event.

## Communication Resources

Check out the Communications page at [www.jerseyjuniors.com](http://www.jerseyjuniors.com) for resources and information to help you do your jobs.....

- Need to find contact information for a local paper. There's a list of many papers. Can't find one in your areas – email [communications@jerseyjuniors.com](mailto:communications@jerseyjuniors.com) and we'll find you one.
- 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.

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

*“Communication is the Real Work of  
Leadership” (Nitin Nohria)*