



# Embracing Leadership

Newsletter from the  
**GFWC Leadership Committee**  
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## 2022-2024 GFWC LEADERSHIP COMMITTEE

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## GFWC Rebranding & Updated Stylebook

**GFWC** recently released an updated emblem for the organization as part of rebranding. GFWC is spelled out in the new emblem to help increase the organization's recognition. Members and clubs are encouraged to use the new emblem immediately. A brand identity brochure, *GFWC Emblem Use & Corporate Color*, has been developed to assist members and clubs in using the emblem consistently. The brochure and multiple versions of the emblem are located in the Member Portal under E.

## GFWC Advancements and Programs Forum Highlights

The October 10 session of Teach It Tuesday featured Jen Nowak, GFWC Communications & Public Relations Chairman,

sharing information about Branding and the updated GFWC Style Guide. The Style Guide includes writing tips and suggestions for optimizing social media and can be found in the Member Portal under S.

November 14 featured Nancy Ames, GFWC Membership Chairman, sharing information about Micro-Volunteering, with ideas for dividing projects into small pieces to help engage volunteers who may only have small chunks of time to give to volunteering.

Coming up on December 12, GFWC Leadership Chairman Susan Gettys will discuss ideas for creating Leadership Projects to help develop leadership skills in your members.



*The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With nearly 60,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, please visit [www.GFWC.org](http://www.GFWC.org) or call 1-800-443-GFWC (4392).*



## Thumbs Up Thursday

On October 5, Trisha Schaffer, GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention Chairman, was the featured speaker and shared ways members can support and promote the Signature Project. November 2 highlighted GFWC Treasurer Becky Wright and Annual Giving Chairman Shelli Fehr, accompanied by Committee Member Tric Heepe. Information was shared regarding four different program funds. Tune in on December 7 at 8:00 pm ET for Holiday Inspirations with Jen Nowak, Nancy Ames, and Susan Gettys, sharing easy decorations and tasty treats you can create to assist with holiday celebrations.

All Teach It Tuesday and Thumbs Up Thursday recordings are pinned to the Featured Section at the top of the Forum Facebook page.

Daily posts in the Forum currently feature the Top Ten Projects in the Advancement Areas, Special Programs, and Community Service Program Areas. If you are looking for new projects for your club, the Top Ten Projects can inspire innovative ideas.

If you are not a GFWC Advancements and Programs Forum member, you are missing all these offerings.

Search Facebook for this title, fill out the Membership Questions, and we will approve your request to join the Forum.



## Transitioning New Officers

The Woman's Club of Hammonton (NJ) had a change in leadership, with mostly new officers. As the new board prepared for their roles, they shadowed the outgoing board members for a month. Both boards met after installation to hand over files and exchange ideas about their roles. Former officers wrote suggestions on how to transition and make their jobs easier. The new officers felt more comfortable taking over their new positions through mentoring.

## Strategic Planning Retreat

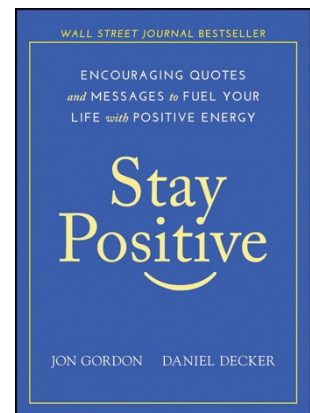
The GFWC Coral Gables Woman's Club (FL) members held an intensive and effective strategic planning meeting. It was especially important to bring the board of directors and committee chairmen together to strategize and discuss goals/projects because seven were new board members. Small and large group discussions were held to engage everyone in the process, terminating with written goals. This also allowed members to get to know one another and begin to work together.

Check out the Member Portal for more Top Ten Projects. The Top Ten Projects from the last five years are included in the portal and provide great ideas for new projects for your clubs.

## What Are You Reading?



What leadership/personal development books are you reading this month?



Jon Gordon, author of *The Power of Positive Leadership*, also has a book full of inspiring quotes and short leadership messages you may enjoy during this busy season. Here are a couple of quotes from his book:

*Being a positive leader doesn't just make you better; it makes everyone around you better.*

*When you start your day with gratitude you create a fertile mind and heart that are ready for great things to happen. When you feel blessed, you can't be stressed. Don't worry about the day. Take it on with power and positivity.*



### **Seeking LEADS Candidates for 2024!**

Who will be your LEADS candidate in 2024 in Chicago, IL? It is not too early to start the process of selecting a candidate from your state. The LEADS application is in the Member Portal on the GFWC website under L. Applications are due March 15. LEADS training will be on June 28, 2024. Plan early, and don't miss the opportunity to have your state represented at the training. These candidates bring great skills back to share with others in your state. Encourage your candidates to plan to attend their regional conference next fall.

### **What is your state doing to provide leadership training/LEADS for members in your state?**

Did you know there are ready-made presentations in the



Leadership Toolkit in the Member Portal ready for you to use for training in your state? The portal previously housed four different presentations. A new presentation on Parliamentary Procedures has recently been added to the Toolkit. The PowerPoint presentation and script for the presentation can be found in Section 5. Resources for Developing Your State LEADS Program. In addition, a Sample Meeting Script and Sample Motion Form have been added. We hope you find these presentations helpful.



### **Tips for Writing Your Leadership Award Entries Zoom on January 16, 2024**

A Zoom meeting will be held on Tuesday, January 16, at 8 pm ET for State Leadership Chairmen and/or State Presidents to provide information to assist you in writing your Award Entries. The Zoom link will be emailed a few days before the meeting. The discussion will include ideas for completing the additional page describing

the activities at the state level that are initiated and organized by the state chairmen. The Zoom session will be recorded, and the link will be sent out afterward for those who cannot attend.

The due date for Award Entries is March 15, 2024. Award Entries should include the Cover Sheet, two pages describing the top ten projects you're your state's clubs, and a page describing your state chairman's activities. In addition, states may submit a project for the Club Creativity Award, with the Club Creativity Cover Sheet. Email entries are preferred and should be emailed by midnight on March 15 to [susan.getts@att.net](mailto:susan.getts@att.net). Entries sent by postal mail must be postmarked by March 15 and should be sent to Susan Gettys, 3144 E. Topping Circle, Springfield, MO 65804.

A confirmation receipt will be sent when your entry is received.

NOTE: This chairman will leave the country from February 25-March 9. If your entry is received during this time, receipts will be sent beginning March 11. If you do not hear anything after March 11, please reach out. This chairman looks forward to traveling to Tanzania for an African Safari trip. She will be equally excited to receive your Award Entries upon returning home and reading about all the leadership activities in your state.