



The “E’s” of GFWC Branding

The GFWC Brand – Educate, Engage & Empower

How to make the Brand and Product Synonymous with each other?

- USE the Rebranded Logo on Everything!!
- WEAR your branded apparel and name tags at all events.
- The IMAGE should be Clear and Consistent in presentations.
- Business cards should always be with you. (Order through Marketplace at the link below).
- Use # (Hashtags) in all social media posts (suggestions are listed below).
- EDUCATE your membership on the use of the Rebranded Logo, the resources available and the positive results of a powerful Logo.
- SPEAK from your heart about your GFWC Story. Your passion will promote further conversation about GFWC – the General Federation of Women’s Clubs.
- CPR 2024-2026 Incentive: #GFWCCPRTOLKIT with your favorite tip from the club manual.

Resources

- *GFWC Style Guide* – Digital Library in the “S” folder.
- *GFWC Emblem Use & Corporate Colors* – Digital Library in the “E” folder.
- *GFWC Rebranded Emblem* – Digital Library in “E” folder.
- *GFWC Marketplace* – GFWC Website (business cards, pins, etc.)

These resources are available on the GFWC Digital Library by clicking on the “Member Login” button in the upper right corner of GFWC’s website, www.GFWC.org, and navigating to the corresponding folder. For branded GFWC merchandise, click on the “Marketplace” tab on the homepage navigation bar across the top. *Please note you will need to create an account if you have not already to access the Member Portal and the Marketplace.*

Style Guide



Emblem Use & Corporate Colors



Marketplace



GFWC Website



The Shield



GFWC and General Federation Of Women’s Clubs are both emphasized.

est. 1890 emphasizing our rich history

Facebook/Instagram Hashtags:

#GFWC #GFWC_HQ
 #WeAreGFWC #UnityInDiversity
 #LivingTheVolunteerSpirit
 #IamGFWC

2024-2026 GFWC Communication and Public Relations Committee

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The E's of GFWC Branding

The GFWC Brand — Educate, Engage & Empower

The Many Faces of GFWC



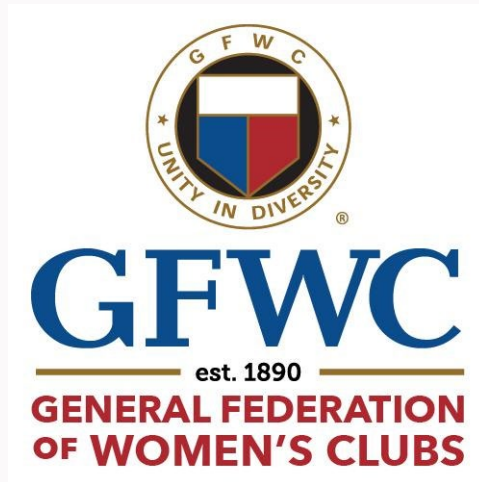
Can you identify these Logos?



“E” is for



BRANDING GFWC



Reimagine with
Consistency



Rebranded Emblem Connected to Who We Are and What We Do!!



What is your “WHY”?

Why do you belong to GFWC?

Have Examples that touch your heart

Be Energetic and Passionate

Use good posture, language, attire, Expression and attitude.

Body language speaks louder than your actual words.

The Rebranded Emblem

The Shield

Red is for Courage
White is for Purity
Blue is for Constancy

White of the outer
circle, inscribed with
our initials and motto,
signifies eternity.

Circle Signifies Enlightenment



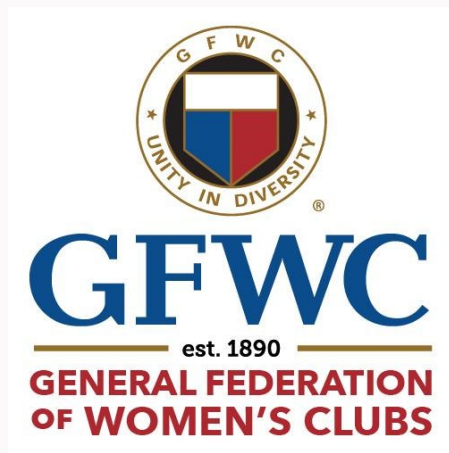
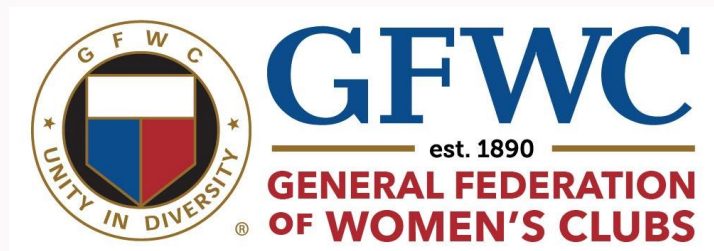
GFWC and General Federation
Of Women's Clubs are both
emphasized.

est. 1890 emphasizing
our rich history





GFWC Emblem Versions





GFWC Emblem Versions For Dark Backgrounds



GFWC State Branding Emblem



GFWC

est. 1890

**GENERAL FEDERATION
OF WOMEN'S CLUBS**

ILLINOIS



Where Can I Find the Information?

- Brand Identity Brochure – GFWC Emblem Use & Corporate Colors
- GFWC Style Guide
- *www.GFWC.org* – Login to Member Portal to Access
 - Digital Library in the “E” folder for Rebranded Emblem
- See the handout for QR code.



Making our Work, Our Story and Our Message Synonymous with Our Rebranded Emblem

- USE the National Rebranded Emblem on Everything!
- Reference **GFWC** *and* **General Federation of Women's Clubs** when speaking and in all types of print (including apparel, social media, flyers, newspapers, name tags, business cards)
- WEAR your branded apparel and name tags at all events.
- The Image should be Clear and Consistent in presentations.
- Use # (hashtags) in all social media posts (list is in the style guide).
- Always have Business Cards with you.
- Educate your membership on the use of the Rebranded Emblem, the resources available and the positive results of a powerful Emblem.



Exchange Ideas

(Interaction Time)



Social Media - Tips and Tricks

Social Media provides an opportunity to connect with your members **EVERY DAY!** They are especially important tools that allow us to inform others about Our Organization, Our Impact in our Communities, Our Advocacy for legislative and public policy initiatives, and so much more. All of the major platforms have a different focus and should be approached uniquely. A few key points to consider when choosing the right platform.

- Purpose
- Content
- Posting Frequency
- Length of Post
- Include the GFWC Rebranded Emblem in your post
- Hashtags #



FaceBook

- Feel-good Stuff
- Videos, photos, reels & curated content
- 1-2 times per day
- 1-80 characters, 30-60 seconds video length
- 2-3 #, any part of a post or comment



Twitter

- *Gotta Know Now*
- News, blog posts, and GIFs
- 1-5 times per day
- 1-80 characters
- 1-2 #, used in tweet, retweet, comments, or reply



Instagram

- Images
- High-resolution photos, quotes, Stories
- 3-7 times per week
- 1-130 characters, 7-15 seconds video length
- Up to 10 #, following caption, comments, stories, and profile/bio



LinkedIn

- Professional
- Jobs, company news, and professional content
- 1-5 times per day
- 1-25 words, 1-30 seconds video length
- 1-5 #, anywhere in posts, comments,



How To's and Wrap UP

- Website and Newsletter Contest
- Demonstrate #Hashtags
- Demonstrate Finding Emblems on Portal
- Handouts available on Eventsquid after
2024 Convention



How To's and Wrap UP (continued)

- CPR Incentive for 2024-2026
 - CPR Toolkit is an Excellent resource for Club Members
 - Member Portal in Folder C for Communications
 - Clubs Encouraged to utilize one of the tips and post a picture on social media using the tool and tag #GFWCCPRTOOLKIT.
 - Shoutout in Advancement Forum Facebook group



Who is Ready to be “Branded” with the GFWC Emblem?



Thank you for attending the CPR 2024 Workshop

Becky Bolden, Chairman GFWC Southern Region

Jeanette Wells GFWC Great Lakes Region

Rita Hollada GFWC Middle-Atlantic Region

Janine Eilert GFWC Mississippi Valley Region

Jeanne O'Sullivan GFWC New England Region

Brooke Huddleston GFWC South Central Region

Jennifer Jobe GFWC Southeastern Region

Nancy Kaufman GFWC Western States Region

The E's of Branding

Communication and Public Relations Workshop – 2024 Convention

Presenters: The 2024-2026 Communications and Public Relations Committee and Stacy Mayuga, GFWC Communications Director.

Everyone wears their new GFWC rebranded shirts with black, white, or khaki pants or skirt.

Slide 1

Becky: Welcome to the E's of Branding. My name is Becky Bolden, and I am the GFWC Communications and Public Relations Chairman for the 2024-2026 Administration. I would like you to meet the 2024-2026 CPR committee (each person introduces themselves and their region):

Jennifer Jobe

Janine Eilert

Brooke Huddleston

Jeanette Wells

Jeanne O'Sullivan

Nancy Kaufman

Rita Hollada (who could not be with us this weekend)

Laura Connelly – Support to the Team

Ashley Welhelm – Tech support to the Team

Stacey Mayuga - GFWC Communications Director

Becky: All CPR members – one at a time: Have you heard the

Exciting

Extravagant

Electric

Energetic

Enthusiastic

Exuberant

Elated

Exhilarating News?

Becky: GFWC has a rebranded **Emblem**. It is these “E” words and so much more. We are asking all of you today to **Embrace** our **Extraordinary Emblem** as we **Explore** Branding.

Stacy: Since joining the staff, one of the key priorities of the 2022-2024 Administration was the rebranding of GFWC. This initiative is one the executive committee fully supported and championed with the approval and adoption by the EC last September and its unveiling in November. The new GFWC rebranded emblem for the individual states was added in March of this year.

Nancy: As the members of GFWC, we want to **Educate** you with key information you will need to carry the message throughout the federation about the rebranded **Emblem**, the **Essential** use of consistency, and the **Easy and Excellent** reference documents to assist clubs with its implementation and use.

Slide 2 Keep hitting the button so the many pictures of the pins appear on the screen. They will appear one at a time. There are 10 of them so click 10 times after moving to the slide. (works in presentation mode or slide show)

Jennifer: How many of you ladies have numerous pins and apparel with different variations of the GFWC emblem? From our inception, we never properly branded ourselves. NOW more than ever, we need to be consistent in our messaging and Branding of GFWC.

Slide 3 – Other Logos – Please point to them one at a time as the ladies call out the product.

Jennifer: Branding – Do you recognize these brands? (Ladies will call them out). Do you see why Branding is important?

Slide 4 “E” Words on the screen

Jeanne: Since we are learning the E’s of branding, let’s think of some “E” words and how we can relate to branding GFWC.

Evolve – We covered in the previous slide how we have evolved with many different pins and logos.

Electric, Enthusiastic, Excited – We need to be all of these about our brand.

Equip – We have to **Equip** our members with the tools to use the **Emblem** correctly and **Everywhere**.

Envision – What does our future look like when we all **Embrace** the rebranded **Emblem** and **Earnestly Endorse** it.

Examples – What are some ways to brand GFWC?

Easy, Electronics, Economical – **Easy** to download in **electronic** format and it is **economical** (free) to our members.

Explore, Extraordinary, Endorsement, Exhilarating, Enjoy, and the list goes on.

Slide 5: (slide has projects meeting the emblem)

Brooke: How do we get people to think of volunteer service and the meaningful work we do when they see the GFWC emblem? It’s called branding. We place the GFWC **Emblem** on **Everything** we do. Some examples are on t-shirts, blouses, spirit gear, and on event signage. You, the members, are the **Essential** messenger of GFWC – You are the Face of the Product. However, to make the emblem and product synonymous with each other, we must be consistent in the way we “brand” our services. We want people to know who we are, what we do, and what we stand for. Think about legislative action, we want our Congress members to know that we mean business when they see the GFWC Emblem – it means unity and action!

Slide 6: Your Why story.

Nancy: What is **Your Why**? Sharing your story of “Why” you belong to GFWC is **Essential** in branding ourselves. Always have **Examples** of your club projects that touch your heart. Be ready to share your **Experience** and be **Energetic**. Jeanne, will you share your Why?

Nancy then shares her Why.

Jeanette: When communicating your “Why,” Be a positive **Example** with your posture, language, attire, **Expression** and attitude. A few suggestions:

- Always know your audience before going to a meeting whether requesting donations or speaking to a group of people.
- **Explore** different ways to share the GFWC rebranded **Emblem**. A club shirt or dressy blouse or scarf can all be branded.
- Remember your body language speaks louder than your actual words. Listen to others with your facial expressions and truly listen to them.
- Make eye contact with the person(s) with whom you are speaking.

Slide 7: Picture of the Emblem

Janine: Let’s take a look at our new rebranded emblem for GFWC. There are tent cards on your table to review and we have it on the handout as well. A few highlights:

- The emblem encompasses the entire emblem – the crusader’s shield is the main feature, and includes the colors, circle, initials, and motto - Unity in Diversity
- GFWC and General Federation of Women’s Clubs are both part of the rebranded emblem. This is new with the rebranded emblem.
- Est. 1890 is also included **emphasizing** our rich history. How many organizations have been around for over 100 years? Use

this fact as a conversation starter. People are always intrigued with this information.

Slide 8: Examples of the rebranded emblem (1)

Janine: To be consistently branded, the rebranded emblem needs to be on **ALL** GFWC materials. On the screen are four of the GFWC emblems available to GFWC members. Are there restrictions or limitations? Yes, there are. Did you know there is a vertical and horizontal emblem? (Point to the screen). Also, a color version and a black and white version? (Point to the screen). Depending on the use of the rebranded emblem will determine which one you use. The preference is the horizontal version. However, you will need to make the right decision based on the item you are branding with the emblem.

Slide 9 Examples of Emblem (2)

Janine: If using a dark background (shirt, etc.), be sure to use the white version for better recognition. This is on the screen now. It is also on the shirts we have on today.

Brooke: Keep in mind that you can't change the shape or colors of the emblem. This is the reason GFWC headquarters provided numerous types of the emblem for **Every** use. No outlines to the lettering. If in doubt, send to Stacy at GFWC headquarters and she will let you know if your mockup is correct.

What about your club branded items? Clubs are **Encouraged** to use the GFWC rebranded emblem and add their club's name to one side or under the emblem. There are no plans at this time to provide a customizable template for clubs.

There is also an emblem for each state or region in the portal. What are the guidelines in using the new state and region emblems?

Slide 10: Example of State Emblem

- Stacy: As you know by now, all 50 GFWC States have received the GFWC rebranded emblem with the state's name immediately below it in black.
- Also, the same has been created for the GFWC Regions. The format is identical.
- Why?
- Because we want all states and regions emblems standardized across the Federation to correspond with the new GFWC Rebrand.
- The goal as directed by the GFWC Board of Directors is to elevate GFWC's brand and establish name recognition nationally, which includes the local and state levels.
- Many states have already started to implement the use of the rebranded emblem for their states.
- Although some of you may have region and state products already with your previous logo before the Rebrand was distributed, we ask that you begin to phase it out within a reasonable amount of time preferably over the next nine to 12 months.
- Remember there is strength in numbers!
- Regardless of how big or small your state is... by being recognized as the international GFWC organization, we not only elevate our

organization, but we amplify our clout in our local communities.

- On behalf of the GFWC Board of Directors, I want to thank you for your continued support in making us a force to be reckoned with.

Slide 11: Where can I find the information?

Jeanette: Where can I find the rebranded emblem that we are talking about today?

It's available in the digital library accessible via the GFWC website under **E** for **Emblem**. In addition, there is a Brand Identity brochure which includes the proper use of the emblem and the corporate colors (there is one on your table to review, but please leave and download your own personal copy), and the Style Guide (S in the portal) that includes lots of valuable information on branding. There are QR codes on your handouts to access these resources easily.

Slide 12

Jennifer: One of our greatest challenges is “How do we make the rebranded emblem synonymous with our BRAND?” We must advertise our product (community service) with our rebranded emblem.

Number One – All items must contain the rebranded emblem. Please ask your members to use the rebranded emblem versus the previous emblem. They may want to delete the previous emblem to avoid confusion. Also, share the brand identity brochure and style guide available as a reference guide to assist with its consistent application.

Brooke: Reference the full name of General Federation of Women's Clubs (GFWC) with your event. When considering “how” you can encompass the rebranded emblem, Think of a clear image. Some examples are printed materials, shirts, social media, emails, signage, a cake, etc. Use your imagination.

Jeanette: It must be eye-catching. Use colors and graphics in your materials. As a word of caution, be careful when using photographs of events. There are rules especially with children.

Nancy: Wear branded clothing and a nametag with the GFWC rebranded emblem at all events. Always have business cards with you to pass out. These can be ordered through the GFWC marketplace.

Jeanne: Social media is a great way to share our brand making it synonymous with our purpose. We have additional information on this later in the workshop.

Jeanette: **Educate** your club members on the use of the Rebranded Emblem, the resources available and the positive results. Consider a workshop at your next state or district meeting. When visiting clubs, make a point to share branding with them. You are the **Essential** Messenger!

Slide 13

Exchange Ideas (15 minutes)

Janine: There is an **Envelope** on your table with a branding project. Take 5 minutes to discuss among your table following the instructions. **Elect** one person at your table to write your responses. These pages will be collected and shared through Eventsquid after the convention in addition to the Communication and Public Relations Newsletter and the GFWC Advancement Facebook page.

Becky: (Watch the clock to stop after 5 minutes). Ladies, it is time to stop and have some of you **Express** your ideas.

Encourage and Envision (10-15 minutes)

Slide 14

Jennifer: Social Media – Tips and Tricks

- Social media is critical and **Essential** to the success of branding GFWC. This slide provides information on the several platforms that GFWC uses. Facebook is the most popular and easiest to use among GFWC clubwomen. Others include Instagram, LinkedIn and X (formally Twitter). A couple of reminders when posting on social media:
- The purpose of your post will determine which platform to use. Who is your target audience?
- Which Platform is best for your content? More visuals or links or tags?
- The number of times you post, which days and the time of day all impact your goals.
- Since you only have seconds to grab attention to your post, be conscious of the length to make a connection.
- **Extremely** important – Include the GFWC rebranded emblem on every post in some way.
- USE Hashtags#. This provides a way to group multiple posts, and it is easily searchable. Brooke will share more on hashtags shortly.

If you need assistance, please let one of us know. Review this handout for additional information on the social media platforms.

Slide 15

Nancy: The Communication and Public Relations Committee oversees two contests: Newsletter and Website. Certificates are awarded to the top three club entries while state federations compete for top billing within each membership category. Please refer to the Awards, Contests, and Grants section of the GFWC club manual for further information.

Jeanette: Beginning in 2024, points are given for having the GFWC rebranded emblem **Embedded** in a prevalent view on your website and newsletters. We also added a cover sheet for both contests for 2024-2026 which makes sending the **Essential** information much **Easier**. All of this is found in your 2024-2026 club manual.

Brooke – As Jennifer just explained, #Hashtags are very important in Branding GFWC. On your handout, you will see the ones suggested by GFWC which are also located in the style guide. Laura is going to demonstrate How to use them (Demonstrate on computer)

Brooke: All of the information shared today is on the GFWC member portal. Laura is going to demonstrate how to find the GFWC emblems on the Portal. (Demonstrate on computer)

Jeanne: Stickers are a great and **Economical** way to share the GFWC **Emblem**. They can be used on projects, so others remember your club after they return home. **Examples** are crayons, books, personal care items, etc. We have provided some today for you to take home with you.

Slide 16

Janine: There is a CPR Incentive for the 2024-2026 administration. The GFWC club manual has a CPR toolkit which is an **Excellent** resource. It is found in the member portal in C for Communication (Laura can demonstrate). Clubs are **Encouraged** to utilize one of the tips and post a picture on social media using the tool. Tag #GFWCCPRTOLKIT. You will receive an shoutout in the Facebook Advancement Forum group. Using the GFWC rebranded emblem could result in extra focus.

Slide 17 (picture of Branding tool with an “E” on it)

Becky: Who is ready to be branded with the GFWC **Emblem**? You will receive a button at the end of our meeting to assist in branding GFWC. (Show the branding tool)

Becky: Our handout will be available on Eventsquid. All of our contact information is available on the handout. Please feel free to reach out to your region representative with any questions or myself or Stacy at Headquarters. This subject is so important, and we must be consistent to stay within the rules of the Trademark. It is better to ask than spend money on branding an item and it doesn't meet the rebranded emblem standards.

Slide 18

Wrap up with Q&A (10 minutes)

We hope you learned about GFWC branding and the many “E’s” of branding.



The “E’s” of GFWC Branding



2024 GFWC Convention – CPR Exchange Ideas:

1. Your club has the following project. Determine the best way to Brand the Event with the GFWC Emblem.

Roadside Cleanup

2. Your club has the following project. Determine the best way to Brand the Event with the GFWC Emblem.

5k Walk/Run to benefit St. Jude Hospital

3. Your club has the following project. Determine the best way to Brand the Event with the GFWC Emblem.

Taste of Chocolate Event

4. Your club has the following project. Determine the best way to Brand the Event with the GFWC Emblem.

Mural in your City

5. Your club is participating in the following event. How can you promote your club and the GFWC Brand?

National Night Out

6. Your club is participating in the following event.
How can you promote your club and the GFWC Brand?

GFWC National Day of Service – Food Insecurity.

7. Your club is participating in the following event.
How can you promote your club and the GFWC Brand?

Relay for Life

8. Your Club has attended the GFWC Convention in Chicago and learned about the GFWC rebranded emblem. What is your plan to Brand your club?
(2 of these)

9. You are wearing your GFWC branded shirt, and someone asks you what it stands for. What do you say? Know your Why? Keep your response to 3-5 sentences so you keep their attention.
(2 of these)