

**GFWC**

ideas, information, insight, and inspiration

# CLUBWOMAN

MAGAZINE

Marquee & Ironworks Project

2023 GFWC  
Annual Convention

GFWC Awards

CHURCHILL DOWNS



**CELEBRATE. COLLABORATE.  
COMMUNICATE.**



General Federation  
of Women's Clubs

summer 2023 | volume 101 | issue 3





GFWC

CLUBWOMAN

MAGAZINE

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The magazine of the General Federation of Women's Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service.

### 2022-2024 GFWC EXECUTIVE COMMITTEE

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PHOTOGRAPHY

LOLO B. DESIGNS



Big Four Bridge over the Ohio River in Louisville, KY lit up in GFWC colors during the 2023 GFWC Annual Convention

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## FROM THE INTERNATIONAL PRESIDENT



Dear Fellow Members,

The summer months are upon us, and I hope you are finding time to enjoy yourself, as many clubs take a short break from meetings and community projects. What is your favorite thing to do in the summer? Travel? Spend time with friends and family? I've been doing both!

True to its theme, "Celebrate, Collaborate, Communicate," the Convention provided many opportunities to experience the three Cs. Before its official start, the Executive Committee and Board of Directors met collectively to collaborate. The Business Sessions and review of the GFWC Bylaws and Resolutions allowed for much communication, and I am thankful for everyone's participation. Also, we got to celebrate the incredible work done over the past year!

"Paint the World Purple Gala: The Gift of Communication," sponsored by the Alzheimer's Association, was especially poignant as Karyn Charvat, GFWC Protocol and Special Events Chairman, shared her journey when her mother became sick with Alzheimer's. Also, Shannon White, Executive Director for Greater Kentucky, and Southern Indiana Chapter of the Alzheimer's Association, demonstrated the disease's reach by asking all those in the room to raise their hands if they knew someone suffering from Alzheimer's. Seeing all those hands raised drove the message home on the importance of increasing public awareness and fundraising for research to find a cure.

In closing, I want to thank everyone who generously donated to the Marquee & Ironworks Project, helping us raise \$84,000. I also want to remind everyone about the upcoming GFWC Region Conferences that kick off on August 24-27 with the Western States Region in Redmond, Oregon. As you are reading this, I'm in Italy with 28 GFWC Sisters! Watch for our social media updates and a recap in the next issue. Arrivederci!

Keep Living the Volunteer Spirit!

**DEBRA A. STRAHANOSKI**  
GFWC International President

## FROM THE DIRECTOR OF JUNIOR CLUBS



Dear Federation Family,

**"A dream you dream alone is only a dream.  
A dream you dream together is reality."  
- John Lennon**

Having recently returned from our GFWC Annual Convention, I am still riding on what I lovingly refer to as my "GFWC High." It's a feeling that I only get after a week of being surrounded by Federation family, focusing on the good things that our members have accomplished. I'm reminded that more often than not it is the little things that create differences and that in the big things of life, we are at one. Thank you all for being Chicken Soup for My Soul!

This year's Convention theme, Celebrate, Collaborate, Communicate, sure did check off those boxes! From a food insecurity panel to closing down the dance floor, and back sharing workshop information (with lots of talking in between), we did it all!

One of the items that I had the privilege of announcing is the new Junior and Juniorette Leadership Certification Program that will be available starting July. This program requires participating clubs to hold leadership focused training at a minimum of six meetings per year. Monthly activities will be reported annually to the Director of Junior Clubs and participating clubs will be listed on the GFWC website. Clubs also will be encouraged to promote themselves as Junior Leadership Certified as a method of recruitment and retention. It is my goal that by placing emphasis on this training at the club level, members will have a greater ability to recognize, and lean into, leadership skills- not only in each other but also in themselves. By fostering this growth, we'll continue to see Junior members growing in future leadership roles in their club, state, and National GFWC.

Thank you all for helping make our organizational dreams become reality! Our strength has always been in numbers, and we are all better together. When we all share our sparkle – the light we produce cannot be beat!

In Junior Love,

**KATIE MOYDELL**  
Director of Junior Clubs

# JOIN THE FIGHT TO END ALZHEIMER'S.



**In 2023, more than 6 million Americans are living with Alzheimer's, and over 11 million serve as their unpaid caregivers.**

## **TOGETHER, WE CAN MAKE A DIFFERENCE.**

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- » **Fundraise by participating in a Walk or other local events**
- » **Generate awareness of our mission & free resources**

To get started, contact **Sheri Klym**,  
Director, Memberships & Associations at  
[saklym@alz.org](mailto:saklym@alz.org) or visit [alz.org](http://alz.org) today!





# GFWC'S NATIONAL TREASURE

1734 N STREET NW, WASHINGTON, DC

*CLUBWOMEN NATIONWIDE GENEROUSLY DONATE  
\$84,000 FOR MARQUEE & IRONWORKS PROJECT*

In April 2023, GFWC Treasurer Becky Wright, along with the Annual Giving Program Committee, launched the **Marquee & Ironworks Project**, a national fundraising campaign for the restoration of the iron marquees and gates that frame the elegant entryway of GFWC's historic headquarters.

In 1991, GFWC Headquarters (1734 N Street NW, Washington, DC) was added to the prestigious list of buildings on the National Register of Historic Places. With this distinction, it is necessary for GFWC to maintain the front facade, which is being restored.

Over the past 100 years, the marquees have started to rust due to atmospheric elements, resulting in their bending away from the building. As of this writing, restoration work is underway. GFWC's contractor has removed the marquees and gates to repair and restore them to their original state. When completed, they will be reinstalled for everyone to enjoy.

At the start of the 2023 GFWC Annual Convention, \$10,000 of the \$75,000 goal remained outstanding. By the conclusion of the Convention, the goal was met with an excess of \$9,000.

GFWC thanks everyone for your generosity. Your donation to the Marquee/Ironworks Fund of the Annual Giving Program ensures the iconic entryway remains intact to welcome visitors for another 100 years!

*Thank you for Living the Volunteer Spirit!*



## \$84,000

**TOTAL RAISED**





# MEMBERSHIP RECRUITMENT LIST

## EMERALD - HARMONIOUS CONNECTIONS

REPORTING PERIOD: DECEMBER 2022 - FEBRUARY 2023

### 50 CLUBS WITH THREE RECRUITS OR MORE!

#### **GFWC Viera Woman's Club, Inc. - 14**

Rockledge, FL

#### **GFWC North Pinellas Woman's Club - 12**

Safety Harbor, FL

#### **Madison Valley Woman's Club - 12**

Ennis, MT

#### **GFWC Tampa Woman's Club - 11**

Tampa, FL

#### **St. Petersburg Woman's Club - 11**

St. Petersburg, FL

#### **The Tucson Woman's Club - 11**

Tucson, AZ

#### **GFWC Woman's Club of Tarpon Springs - 9**

Tarpon Springs, FL

#### **Murray Woman's Club - 9**

Murray, KY

#### **GFWC Bitterroot Woman's Club - 8**

Corvallis, MT

#### **GFWC Mount Dora - 8**

Mount Dora, FL

#### **GFWC Rhinelander Woman's Club - 8**

Rhinelander, WI

#### **GFWC Walton Beach Woman's Club Inc. - 8**

Fort Walton Beach, FL

#### **GFWC Satellite Beach Woman's Club - 7**

Satellite Beach, FL

#### **GFWC Clarksville Women's Club - 6**

Clarksville, TN

#### **GFWC Marianna Woman's Club - 6**

Marianna, FL

#### **Woman's Club of Ste Genevieve - 6**

Genevieve, MO

#### **Atlanta Woman's Club - 5**

Atlanta, GA

#### **Cartersville Woman's Club - 5**

Cartersville, GA

#### **GFWC Thompson Falls Woman's Club - 5**

Thompson Falls, MT

#### **Live Oak Woman's Club - 5**

Live Oak, FL

#### **Woman's Club of West Milford Township - 5**

West Milford, NJ

#### **Woman's Club of Cypress - 5**

Cypress, CA

#### **GFWC Barbourville Junior Woman's Study Club - 4**

Barbourville, KY

#### **GFWC of Holden Beach - 4**

Holden Beach, NC

#### **GFWC Ossoli Circle - 4**

Knoxville, TN

#### **GFWC Paradise Valley Junior Women's Club - 4**

Paradise Valley, AZ

#### **GFWC Tellico Village Women's Club - 4**

Lenoir City, TN

#### **GFWC Woman's Club of Charleston - 4**

Charleston, WV

#### **GFWC Woman's Club of Palatka, Inc. - 4**

Palatka, FL

#### **Woman's Club of Cranbury - 4**

Cranbury, NJ

#### **Woman's Club of Rock Hill - 4**

Rock Hill, SC

#### **Woman's League of Mt. Holly - 4**

Mt. Holly, NJ

#### **Fern Creek Woman's Club - 3**

Louisville, KY

#### **GFWC Alabama River City Woman's Club - 3**

Decatur, AL

#### **GFWC Glendale Woman's Club - 3**

Glendale, AZ

#### **GFWC Parkersburg Woman's Club - 3**

Parkersburg, WV

#### **GFWC Ruskin Woman's Club - 3**

Ruskin, FL

#### **GFWC Santa Rosa Woman's Club - 3**

Gulf Breeze, FL

#### **GFWC Spring Station Womans Club - 3**

Spring Hill, TN

#### **GFWC Woman's Club of Lake Wales - 3**

Lake Wales, FL

#### **GFWC Woman's Club of Sarasota - 3**

Sarasota, FL

#### **GFWC Woman's Club of Tallahassee - 3**

Tallahassee, FL

#### **Gulf Shores Woman's Club - 3**

Gulf Shores, AL

#### **Newbern Woman's Club - 3**

Newbern, TN

#### **Rotonda West Woman's Club - 3**

Rotonda, FL

#### **Southside Woman's Club - 3**

Jacksonville, FL

#### **Woman's Club Colorado Springs - 3**

Colorado Springs, CO

#### **Woman's Club of Merchantville - 3**

Merchantville, NJ

#### **Woman's Club of New Tampa - 3**

Tampa, FL

#### **Woman's Study Club of Wedowee - 3**

Wedowee, AL

# DIAMOND - SHINE BRIGHT

REPORTING PERIOD: MARCH - MAY 2023

### 54 CLUBS WITH THREE RECRUITS OR MORE!

#### **GFWC Naperville Junior Woman's Club - 17**

Naperville, IL

#### **GFWC Satellite Beach Woman's Club - 15**

Satellite Beach, FL

#### **GFWC Coral Gables Woman's Club - 14**

Coral Gables, FL

#### **GFWC Lake Placid Woman's Club - 14**

Lake Placid, FL

#### **GFWC Woman's Club of Deerfield Beach - 14**

Deerfield Beach, FL

#### **GFWC Dunwoody Woman's Club - 13**

Dunwoody, GA

#### **GFWC North Pinellas Woman's Club - 13**

Clearwater, FL

#### **GFWC St. Petersburg Woman's Club - 10**

St. Petersburg, FL

#### **GFWC Garner Woman's Club - 9**

Garner, NC

*Continued on the next page*



# MEMBERSHIP RECRUITMENT LIST

## GFWC Glendale Woman's Club - 9

Glendale, AZ

## GFWC MS Fine Arts Club of Bruce - 9

Bruce, MS

## GFWC Woman's Club of Lakeside - 9

Lakeside, CA

## GFWC Woman's Club of Cypress - 8

Cypress, CA

## GFWC Woman's Club of Raleigh - 8

Raleigh, NC

## GFWC Greensboro Woman's Club - 7

Greensboro, NC

## GFWC Lombard Junior Woman's Club - 7

Lombard, IL

## GFWC Radcliff Woman's Club - 7

Radcliff, KY

## GFWC Bitterroot Woman's Club - 6

Hamilton, MT

## GFWC Clermont Woman's Club - 6

Clermont, FL

## GFWC Mary Stewart Woman's Club - 6

Raleigh, NC

## GFWC Woman's Club of Greene County - 6

Stanardsville, VA

## GFWC Hollidaysburg Area Women's Club - 5

Hollidaysburg, PA

## GFWC Lutz-Land O'Lakes Woman's Club - 5

Lutz, FL

## GFWC Madison Valley Woman's Club - 5

Ennis, MT

## GFWC Mount Dora Woman's Club - 5

Mount Dora, FL

## GFWC Woman's Club of Inverness - 5

Inverness, FL

## GFWC Hartwell Service League - 4

Hartwell, GA

## GFWC Legacy - 4

Huntsville, AL

## GFWC Orange Park Woman's Club - 4

Orange Park, FL

## GFWC Pocono Mountain Women's Club - 4

Pocono, PA

## GFWC Southern District ESO Fifth Wheels - 4

Tucson, AZ

## GFWC Suburban Woman's Club of Pompton Plains - 4

Pompton Plains, NJ

## GFWC Woman's Club of Charleston - 4

Charleston, SC

## GFWC Woman's Club of Newton Highlands - 4

Newton, MA

## GFWC Woman's Club of Rialto - 4

Rialto, CA

## GFWC Woman's Club of Saint Genevieve - 4

Saint Genevieve, MO

## GFWC Woman's Club of St. Matthews - 4

Louisville, KY

## GFWC Adel Woman's Club - 3

Adel, IA

## GFWC Atlanta Woman's Club - 3

Atlanta, GA

## GFWC Barstow Women's Club - 3

Barstow, CA

## GFWC Cartersville Woman's Club - 3

Cartersville, GA

## GFWC Civic Woman's Club of Milledgeville, Inc. - 3

Milledgeville, GA

## GFWC Fuquay-Farina Woman's Club - 3

Fuquay-Farina, NC

## GFWC Heritage League of Lincoln - 3

Lincoln, NE

## GFWC Lake Mary - 3

Lake Mary, FL

## GFWC Lakeshore Woman's Club - 3

Jacksonville, FL

## GFWC Lisbon Friends in Council - 3

Lisbon, NH

## GFWC Monticello Woman's Club - 3

Monticello, KY

## GFWC Okolona Woman's Club - 3

Louisville, KY

## GFWC Sparta Woman's Club - 3

Sparta, NJ

## GFWC The '36 Club - 3

Lampasas, TX

## GFWC Warwick Women's Club - 3

Warwick, RI

## GFWC Woman's Club of Tarpon Springs - 3

Tarpon Springs, FL

## GFWC Woman's League of Mt. Holly - 3

Mt. Holly, NJ

## 2023 REGION CONFERENCES

- 
- 1 AUGUST 24-27  
GFWC Western States Region Conference  
Redmond, Oregon
  - 2 SEPTEMBER 14-17  
GFWC Mississippi Valley Region Conference  
Branson, Missouri
  - 3 SEPTEMBER 21-24  
GFWC New England Region Conference  
Rocky Hill, Connecticut
  - 4 SEPTEMBER 28-OCTOBER 1  
GFWC Middle Atlantic Region Conference  
Atlantic City, New Jersey
  - 5 OCTOBER 5-8  
GFWC Great Lakes Region Conference  
Noblesville, Indiana
  - 6 OCTOBER 19-22  
GFWC South Central Region Conference  
Albuquerque, New Mexico
  - 7 OCTOBER 26-29  
GFWC Southern Region Conference  
Biloxi, Mississippi
  - 8 NOVEMBER 2-5  
GFWC Southeastern Region Conference  
Huntington, West Virginia



# THE EVER-CHANGING FACE OF FOOD INSECURITY & HUNGER IN THE U.S.

The inaugural **GFWC National Day of Service (NDS)** is shaping up to be a momentous success. With more than 600 GFWC clubs pledged to participate, GFWC's reach into local communities will help many families in need.

According to the U.S. Department of Agriculture (USDA), 100 percent of U.S. counties are food insecure. It is important to distinguish the difference between food insecurity and hunger because many of us use the terms interchangeably.

When a person suffers from hunger, it means they physically feel hungry and do not have access to food. Whereas to be food insecure is an economic condition. An example would be an individual, parent, or caregiver having to choose between paying a utility bill over purchasing food to feed themselves, their family, or children.

During the 2023 Annual Convention, GFWC International President Deb Strahanoski moderated a panel discussion, "Hunger, Nutrition, and Health: Addressing Food Insecurity," featuring three expert panelists representing perspectives from a corporate foundation, academia, and a community food bank. Those in attendance learned the fundamentals of food insecurity, as well as ideas on how best to be of service in their communities.

Keni Winchester, Director of Strategy and Community Engagement of Humana Foundation, discussed the importance of nutrition. Specifically, as it relates to seniors and children K through 12. Humana's focus is to provide food access programs for seniors, along with research on the impact nutrition has on chronic medical conditions. "One of the things that we are particularly interested in is making sure that people don't just have access to food but have access to healthy foods," said Winchester.

Next, Bethany Pratt, Senior Extension Associate for Nutrition Education, of the University of Kentucky Cooperative Extension Nutrition Education Program, discussed the importance of nutrition education. She explained her work with the USDA's programs: 1) Expanded Food and Nutrition Program (EFNEP), a nutrition education program for low-income populations; and



Featured Panel Discussion: Hunger, Nutrition, and Health: Addressing Food Insecurity

2) Supplemental Nutrition Assistance Program (SNAP) for low-income families to better afford nutritious food options. "We work directly with families in need to provide targeted nutrition education and support services," said Pratt. "We teach folks how to prepare and plan nutritious meals on a limited budget."

From the perspective of a local food bank, Jackie Keating, Chief Development Officer of Dare to Care Food Bank, explained how her organization grew its capacity to provide food access to 300 partner organizations across 13 county service areas in Kentucky, feeding more than 100,000 individuals annually. She shared a web resource provided by Feeding America, "Map the Meal Gap" ([map.feedingamerica.org](http://map.feedingamerica.org)) to find food insecurity data for your community.

"One of the myths about food banks is people think that often we are serving a homeless population," said Keating. "...Often, if someone is coming to the food bank, they earn too much to qualify for SNAP benefits... A lot of the folks that we're serving are working. They are the working poor, and that's not something a lot of people realize when they think about food banks and the charitable food system."

The panelists encouraged everyone to reach out to their elected officials to get food benefits expanded, to volunteer their time to a local food bank, and to learn about the evolving landscape of food insecurity. Mothers and children are adversely affected when benefits and food resources are cut. For that reason, it is important that everyone be vigilant in our collective efforts to be of service to our neighbors, family, and friends experiencing food insecurity.

## JOIN US TO END FOOD INSECURITY & HUNGER



## National Day of Service

• SATURDAY, SEPTEMBER 30, 2023

To participate in the inaugural NDS, please email Melanie Gisler, Membership Director, at [mgisler@gfwc.org](mailto:mgisler@gfwc.org) and copy Deb Strahanoski, GFWC International President, [dstrahanoski@gfwc.org](mailto:dstrahanoski@gfwc.org)



# KEEPING UP WITH... WHRC

by JOANNA CHURCH,  
WOMEN'S HISTORY & RESOURCE CENTER LIBRARIAN

**THE** Women's History and Resource Center (WHRC) is busy! This spring featured a celebration of Women's History Month, including six weeks of a WHRC "social media takeover" with daily posts on Facebook and Instagram highlighting our unique archival, photograph, and artifact collections. Our Women's History Month event at Headquarters, held every March, was another success, with over 40 in-person guests - including our Executive Committee, the WHRC Committee, and International Past President Juanita Bryant (1982-1984) - and nearly 1,000 people watching on Facebook Live.

If you were at Convention in Louisville this past June, you may have spotted me with WHRC Committee Chairman Celene Post Carla Pyle and Mary Kaye Ernest running the WHRC Info table. We



were delighted to have this opportunity to spread the word about the WHRC collections, and to answer questions about history and how to access the library.

Though we're already thinking about next year's Women's History Month and Convention, the even bigger celebration in the works is WHRC's 40th anniversary. WHRC officially opened on May 1, 1984, and its fortieth birthday commemoration from May 2024 through May 2025, includes a mix of collecting and research initiatives, fundraising, volunteer opportunities, and programs. In addition to an in-person event at Headquarters on May 1, 2024, we'll bring all our clubs into the fun with virtual events throughout the anniversary year and take your suggestions for ways clubs can celebrate their own histories along with us.



## WOMEN'S HISTORY MONTH EVENT

International Past President Juanita Bryant (1982-1984) with members of the Executive Committee after the Women's History Month Event on March 8, 2023.

One pre-Anniversary initiative relates to other 40-year GFWC milestones: If 2024 will mark your 40th year as a clubwoman, or if your club or clubhouse turns 40 next year, we want to know! [Use this form](#) to submit stories and photos, or email them to [whrc@GFWC.org](mailto:whrc@GFWC.org) with the subject line "40th anniversary," to join in. Keep an eye out for other opportunities to contribute to the work of the WHRC and help us mark our 40 years of preserving and sharing GFWC history.

In the meantime, I'm busy updating and fine tuning the cataloging system for the online [Research Library](#) and [Collections databases](#) to be more useful than ever. So far in 2023, I've helped clubwomen and academics with a wide variety of research topics, from finding federation dates and dealing with a club's records,

*Continued on the next page*

to digging deep into GFWC's contribution to the Clean Air Act and the history of the women's clubs of Oklahoma's "Indian Territory." GFWC's dedicated WHRC Committee has twice visited Headquarters (on their own time and their own dime - thank you, ladies!) to assist with cataloging and processing archival material, including our rare books and our almost-complete run of GFWC Clubwoman Magazine. I'm also doing in-depth research on the history of our Headquarters' buildings, looking for more information, photos, and stories from both before and after GFWC moved in.

Following the six-week "social media takeover," WHRC decided to keep up the momentum by starting a dedicated [WHRC Instagram](#) page. You'll still see collection highlights and research tidbits on our main GFWC Facebook and Instagram page, but for the full experience, follow [@GFWC\\_WHRC](#) for all the fun. In addition, a new WHRC blog is going to launch later this year with even more in-depth stories and discoveries from the Archives.

Stay tuned for more on the Anniversary, and the collections themselves, in the weeks and months ahead! ♥



### HARD AT WORK IN THE ARCHIVES

The members of the WHRC Committee put in two days of volunteer work in the Archives Room in March 2023, helping to catalog our magazine (shown here) and rare book collections. They returned in June for four more days of archival assistance.

St. Jude  
**walk**  
**/run**



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# ENSURING YOUR ADVOCACY PROJECT IS EFFECTIVE

by **STEPHENIE FOSTER,**

JUNIORS' SPECIAL PROGRAM: ADVOCATES FOR CHILDREN HONORARY CHAIRMAN

**As advocates, we all encounter challenges.** Earlier in the year, I led the March webinar "Advocacy Challenges: Overcoming Roadblocks and Building Coalition Support," which presented a few ideas for a successful advocacy campaign. Three key points to focus on when planning an advocacy campaign are 1) identifying a key focus area, 2) framing your issue, and 3) creating partnerships. This article outlines these three concepts to help you ensure your campaign is successful.

## Identifying A Key Focus Area

The more defined your advocacy goal is, the more likely you are to succeed. "Preventing domestic violence" is important, but it can be overwhelming and subject to different interpretations. When you identify a specific policy area addressing domestic violence as your focus, your efforts become more effective. Ask yourself questions about what you want to achieve. You can narrow your focus to, for instance, ensuring that there are adequate emergency services in your community for victims of domestic violence.

If you are working on sexual assault issues around teens, consider asking questions of school administrators. For example, ask:

- How do you address school violence to maintain a safe environment for learning?
- How do you ensure that your school is free from violence and bullying?
- What is the process for reporting incidents?
- Do you keep data on harassment and violence at school?

Narrowing your focus to an area that is relevant to your community will keep your work manageable and successful.

## Framing Your Issue

The more you help others understand what you are doing and why, the more likely you are to build a team and garner support.

Make sure you are well informed about the facts and challenges occurring around your issue. When meeting with any decision maker, be prepared to present data that strengthens your argument. With certain domestic violence advocacy issues,

## Take Action Framework

- 1 Identify an issue you care about.
- 2 Research: Do current laws or programs disadvantage women and/or girls?
- 3 Investigate the context in order to understand the landscape.
- 4 Learn who has the power to make changes.
- 5 Define your interest in this issue.
- 6 Prepare your questions.
- 7 Develop suggestions for solving the challenges you are raising.
- 8 Ask your questions and outline your suggestions.
- 9 What's next? Follow up!



here are facts that can help frame a conversation with a decision maker:

**FACT: American women are killed by intimate partners more often than by any other type of perpetrator, and this type of homicide accounts for approximately 40% to 50% of U.S. femicides.**

**FACT: 19% of domestic violence incidents involve a weapon, and the presence of a gun in that situation increases the risk of homicide by 500 percent.**

Being prepared with facts and a strong understanding of the issue is critical to advocating. The more informed you are, the better you are able to frame the issue, communicate, and work effectively toward your advocacy goal.

It's also important to suggest solutions for the issue you are raising. Putting solutions forward reflects your seriousness about making change. It also gives your effort focus, making it easier for others to organize around it and amplify your message. Here are some ideas to get you going:

*Continued on the next page*

- If you are concerned about online violence against women, organize others to develop a campaign to hold online platforms accountable. This can be laws to restrict certain types of content and a process to review objectionable content “in real time.”
- If you are concerned with early and forced marriage, advocate for laws that restrict the age of marriage so young people cannot marry until age 18.

When framing your issue, focus on the problem and solution. It doesn't need to be perfect, but give serious thought to how changemakers will understand your goal and proposed solution.

### Creating Partnerships

A third challenge faced by advocates concerns creating partnerships. Remember the saying “if you want to go fast, go alone, if you want to go far, go together.”

Partnerships are critical for successful advocacy. Begin by looking at organizations that focus on the same goals and examine whether you are likely partners. If you are working on domestic violence issues, start by identifying other like organizations along with other impacted groups. For example, consider approaching community colleges, beauty salons, PTA organizations, and local and national businesses.

Alliances are often stronger when unlikely collaborators come together because you both bring diverse networks and skills to the table in representation, diversity of thought, and perspective. Your group's strength may be another's weakness, but together you can be a powerful team.

Once you've identified potential partners, discern how closely the organizations' missions align with your goals. Ask each partner why their organization was formed, and what voice it brings to the issue. If you are looking to combat violence against women, does the group represent women who are survivors, or women from a certain segment of the community?

Also consider the organization's budget and size. Larger, well-established organizations often move slowly and can be risk-averse, but they have long histories, and they can operate in larger



### TAKE ACTION: FIGHTING FOR WOMEN & GIRLS

(L to R): COO Cheri Meyer, Author & Activist Stephenie Foster, and GFWC International President Deb Strahanoski during a visit to GFWC Headquarters.

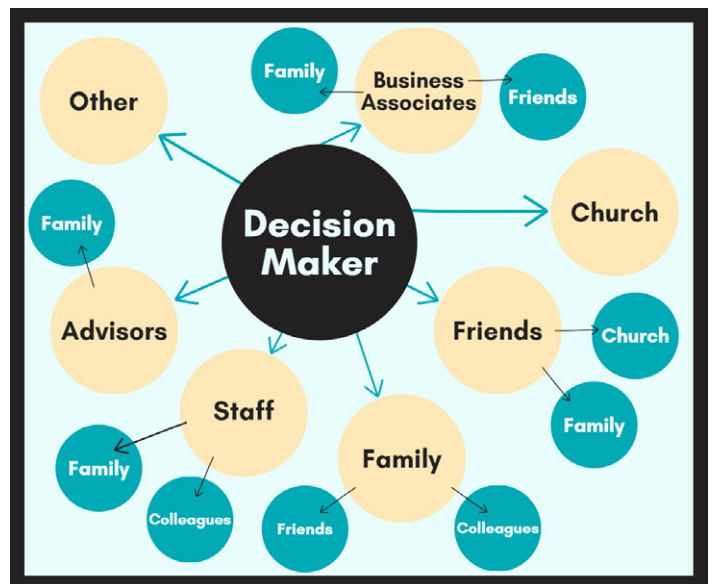
Purchase your copy of "Take Action: Fighting for Women & Girls" [online](#) or at your local bookstore.

arenas. Younger organizations can be more flexible but may not have strong connections with decision makers.

Next investigate how the potential partner selects and vets other collaborators. This tells you how careful the organization is with its funds and brand. Ask what kind of due diligence it conducts and about its accountability measures.

In the United States, nonprofits are required to report their activities to the Internal Revenue Service (IRS) each year, using Form 990. This form collects information about the organization's mission, finances, and accomplishments. Reputable organizations make this information available online. There are also services—such as Charity Navigator—that evaluate charitable organizations in the United States. Another is Global Giving, which provides information about organizations around the world. Guidestar USA offers a free database of IRS recognized nonprofits.

Creating a multifaceted advocacy plan results in greater success. Advocacy can be a complicated process. Don't get discouraged. The world needs strong advocates. Understand that roadblocks are always going to turn up. Narrow your focus, frame your issue, and create partnerships. Your success is rooted in your tenacity. ▀





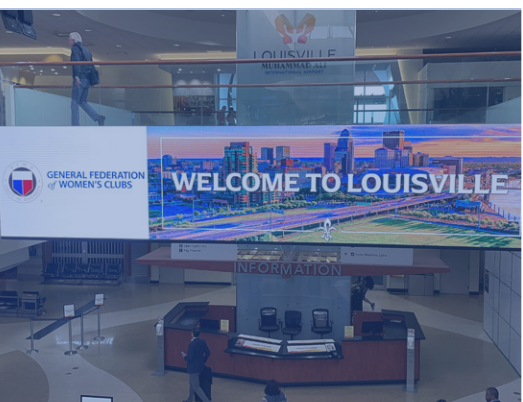


**CELEBRATE. COLLABORATE. COMMUNICATE.**

**JUNE 10-12, 2023**



**2023 GFWC ANNUAL CONVENTION HIGHLIGHTS**







OFFICE OF THE GOVERNOR  
207 State House  
Springfield, Illinois 62706

JB PRITZKER  
GOVERNOR

May 25, 2023

Debra Strahanoski  
1011 Galway Rd  
Joliet, IL 60431

Dear Debra,

As Governor of Illinois, it is my pleasure to congratulate you as the International President of the General Federation of Women's Clubs.

For 133 years, GFWC members have dedicated their time and talent to improving the lives of people in their communities and around the world. Your efforts to support, advocate, and make an impact on issues such as domestic violence, at-risk children, food insecurity, and meet the needs of your local communities is commendable and exemplary.

Our country needs more people like yourselves working to make the world a better place for all. Please accept my best wishes as you all continue to "Live the Volunteer Spirit!"

Sincerely,

*JB Pritzker*  
Governor JB Pritzker



**Meg Loughran Cappel**  
SENATOR - 49th SENATE DISTRICT  
WWW.SENATORLOUGHRANCAPPEL.COM

Springfield Office:  
Stratton Office Building  
Section C, Room M  
Springfield, IL 62706  
(217) 782-0032

District Office:  
20660 Caton Farm Rd.  
Unit D  
Crest Hill, IL 60403  
(815) 267-6119

Mrs. Debra Strahanoski  
International President  
1734 N Street NW  
Washington, DC 20036

May 10th, 2023

Dear Debra,

As a resident of the 49th District in Illinois, it is my pleasure to extend my best wishes to you as the International President of the General Federation of Women's Clubs for a successful 2023 GFWC Annual Convention, June 10 - 12 in Louisville, Kentucky. For 133 years, GFWC members have dedicated their time and talent to improving the lives of people in our community and around the world.

Thank you for all of your efforts that have made an impact on issues including domestic violence, at-risk children, food insecurity, and so much more. Your work to meet the many needs of our local communities is exemplary. Thank you for your continued leadership and service. You are a role model for all. Our country and state need more people like yourselves working to make the world a better place. Thank you for all that you do!

It is my honor to present the enclosed State Certificate to you. Have a wonderful Convention.

Regards,

*Meg Loughran Cappel*

Senator Meg Loughran Cappel  
Illinois State Senate District 49

14TH DISTRICT  
ILLINOIS



LAUREN UNDERWOOD  
MEMBER OF CONGRESS

HOUSE OF REPRESENTATIVES  
WASHINGTON, D.C. 20515

June 1, 2023

Dear Deb Strahanoski,

It is my distinct pleasure to recognize your work with the General Federation of Women's Clubs (GFWC).

Your support and advocacy to meet the needs of the local GFWC communities are commendable and inspiring. Your dedication to issues such as domestic and sexual violence prevention, advocacy for children, and addressing food insecurities and homelessness will be remembered for years to come.

Our community has been lucky to benefit from your contributions and service with GFWC and during your tenure with Easterseals Joliet Region. Thank you for serving the community of the 14th District.

Sincerely,

*Lauren Underwood*

# DIGNITARY LETTERS

STATE OF ILLINOIS

103rd GENERAL ASSEMBLY

ILLINOIS STATE SENATE



HONORING

**DEBRA STRAHANOSKI**  
International President of the General Federation of Women's Clubs  
For a successful 2023 GFWC Annual Convention, June 10-12, in Louisville, Kentucky



MEG LOUGHRAN CAPPEL  
STATE SENATOR - 49th DISTRICT



ATTN:  
Debra Strahanoski  
1011 Galway Road  
Joliet, IL 60431

Dear Debra,

As a resident of the 97th District in Illinois, it is my pleasure to extend my kindest regards to you as the International President of the General Federation of Women's Clubs. The 2023 GFWC Annual Convention, June 10-12 in Louisville, Kentucky is sure to be a success and I wish you goodluck. For 133 years, GFWC members have dedicated their time and talent to improving the lives of people in their communities and around the world. Your efforts to support, advocate, and make an impact on issues such as domestic violence, at-risk children, food insecurity, and meet the needs of your local communities is exemplary. Our country and state need more people like yourself, working to make the world a better place for all. Thank you for all that you do.

All the best,

State Representative

Harry Benton

97th Illinois House District



# 2023 GFWC ANNUAL CONVENTION DRAWS MORE THAN 700 ATTENDEES

**W**hether this is your ninth Convention or first one attending, this year's GFWC Annual Conference had something for everyone! The ambitious program kept attendees going from dawn to dusk. With more than 700 participants, the third in-person event post COVID-19 ticked off each box of its Convention theme, "Celebrate, Collaborate, Communicate."

Thanks to the generosity of the GFWC Annual Conventions Sponsors: *Shot@Life* (\$10,000), *Allegra Romeoville* (\$5,000 and official event printer), *Alzheimer's Association* (\$5,000), *Heifer International* (\$5,000), *St. Jude Children's Research Hospital* (\$5,000), and *Lolo B. Designs* (\$1,000 and portraits/event photographer), the \$31,000 raised allowed GFWC to retain two keynote speakers, plan two evening banquets/galas, and provide special events and program elements.

Also, GFWC extends its sincere appreciation to the 305 contributors to the "Friends of Convention," raising \$7,625 to help offset the cost of the event, keeping registration fees down so clubwomen can afford to participate. Thank you for continuing to *live the volunteer spirit!*



Special thanks goes to the 14 vendors that participated in the Exhibitor Showcase: *D's Purses & Accessories DMH, Inc.*; *Evelyn's Birds of a Feather Boutique and Gifts/Woven Blessings*; *Financial Industry Regulatory Authority (FINRA)*; *Flutter Eyewear*; *Kendra Scott*; *Lady Jayne, LTD*; *LE Fashion Cottage*; *Mary Kay Cosmetics*

by *Michelle Whitt*; *Silk Impressions*; and *Lolo B. Designs*, the official Convention photographer. Thank you for bringing your products and services to Louisville for GFWC members to shop and enjoy. Each of you brought your own special sparkle to this year's event making it better for your participation.

The following pages 16-31 provide day-by-day Convention highlights. As you peruse the pages, those of you in attendance will fondly recall those special moments celebrated, the collaborative workshops, and the countless opportunities you got to communicate with your GFWC sisters during the business sessions. For those of you unable to attend this year's Convention, GFWC invites you to join us for the **2024 Annual Convention, June 29-July 1**, in Chicago. It is an installation year and one that you will not want to miss! Mark your calendars to save the date!



2022-2024 GFWC Board of Directors



# THURSDAY, JUNE 8

We're off to the races!

During **Twilight Thursday's Race Day Experience**, attendees visited Churchill Downs' Kentucky Derby Museum. Attendees learned about the track's history, enjoyed an immersive 360-degree virtual display recounting key milestones in horse racing, toured exhibits showcasing derby memorabilia, and visited with resident horse retiree, Decadent Man "Manny" and his companion Mighty Aristides "Ari," a miniature horse.

As a bonus to the day's planned activity, attendees heard from Master Milliner Jenny Pfanestiel of Forme Millinery Co. on her journey to becoming one of the world's premiere hat makers. Jenny's hat display varied, and she discussed the creative process involved to make each. A select number of clubwomen modeled Jenny's hats and fascinators for attendees to get a close look at the craftsmanship.



A special thank you to Deb's Diamond Divas for all their hard work hosting special events to celebrate the achievements of GFWC sisters.



Master Milliner Jenny Pfanestiel of Forme Millinery Co.





Attendee receiving registration materials from members of the GFWC Credentials Committee.

## FRIDAY, JUNE 9

The highlight of the day came during the **GFWC Kentucky "Call to the Post" State Night Banquet**. Clubwomen turned out in force dressed in their Derby Day best filling the room with colorful hats and fascinators. Churchill Downs' Bugler Steve Buttlesman sounded the First Call of the evening. A processional of International Past Presidents (see photo below) officially kicked off the event. Thank you to the GFWC Kentucky Host Committee for a great time!



Deb Strahanoski, GFWC International President, and Susetta Redwine, GFWC Kentucky State President, at the start of the evening processional.



**GFWC INTERNATIONAL PAST PRESIDENTS (L TO R):** Marian St.Clair (2020-2022), Mary Ellen Brock (2018-2020), Sheila E. Shea (2016-2018), Babs J. Condon (2014-2016), Carlene A. Garner (2010-2012), and Juanita Bryant (1982-1984). Thank you for your years of dedication and service in "Living the Volunteer Spirit!"



**2023 LEADS GRADUATES:** Fifty new LEADS candidates learned leadership skills, meetings and events management, and keys to success as a GFWC leader. Congratulations to the 2023 LEADS graduates. You make us proud!



# SATURDAY, JUNE 10

The **Opening Business Session** of the 2023 GFWC Annual Convention began with a flag processional of GFWC states and countries in attendance. Shannon Bailey, Director-elect of Junior Clubs, started the processional with the GFWC flag.



Speaker Mariama Whyte - "Shed the Costume, Share the Voice"

**MARIAMA WHYTE** delighted attendees during the morning **Business Session** with her empowering speech on the importance of finding your voice. She shared her journey toward finding her own voice, confidence, and strength. The key message she imparted can be summed up with letters in the word "VOICE."

- V - Visualize how you would like to make the world a better place.
- O - Offer yourself in the service of others.
- I - Impact & Influence those around you.
- C - Connect with yourself. Remember who you are.
- E - Empower your communities. Give people inspiration to change.



Recognition of International Attendee, Maria Tereza da Rocha Mendes of GFWC CrêSer (Brazil)



The Presentation of Colors by members of the Kentucky National Guard.





## SATURDAY, JUNE 10

Deb Strahanoski, International President, and Katie Moydell, Director of Junior Clubs, receive a standing ovation during the "Celebrating Our Sparkle Banquet." The program celebrated the accomplishments of GFWC's Junior Clubs for the year.



Juniorette Emily Carillo of GFWC Belize traveled 1,400 miles to attend this year's Convention. Thank you, Emily, for taking time to share your sparkle with your fellow GFWC sisters.



**GFWC EXECUTIVE COMMITTEE** (EC) let their hair down during Saturday night's "Disco & Diamonds" Lip Sync Fun Night, sponsored by Heifer International. The EC sang and danced to a mash up of "Leaving on a Jet Plane" by John Denver, and "I've Got You Babe" by Sonny and Cher. Their performance received a roaring applause.



The winning performance of the "Disco & Diamonds" Lip Sync Fun Night went to **GFWC Girls on Fire** for "It's Raining Men" by The Weather Girls. They took the room by storm with their choreography and creative costumes.





# COLLABORATION CAN CHANGE THE WORLD

SUNDAY, JUNE 11

by **JOLIE FRANKFURTH,**  
SECOND VICE PRESIDENT

**D**uring the Collaboration Can Change the World Lunch & Learn attendees learned about GFWC's partnership with its Affiliate Organizations (AO) and the important role clubs play in facilitating the local community connections that are essential to getting messages out on key issues of mutual interest.

The relationship GFWC has developed with the AOs is essential for advocacy efforts at city, state, and national levels of government. Each AO is selected based on the issue areas outlined in the GFWC Resolutions. Both GFWC and the AOs' missions and scope of work must align for a partnership to exist. In collaboration with GFWC, the AOs provide the expertise and substantive information needed to bring about the positive changes needed in local communities. GFWC's grassroots network combined with the AOs national reach makes the alliances a natural good fit for successful projects.

The Lunch & Learn panel format allowed for attendees to hear from the AOs on their specific cause and allowed for an exchange of information on what each club can do at the local level to advocate on their behalf. Representatives from participating AOs answered questions including:

- 1) What significant accomplishments occurred when your organization joined GFWC;
- 2) What is the best resource for GFWC members who want to dive deeper into working with your organization;
- 3) What are the future trends of your organization; and
- 4) What is the most common misperception about your organization?

**In 2022, the statistics for GFWC clubs' grassroots projects and programs completed with AOs are as follows:**

- **2,368 projects with our affiliate organizations**
- **51,432 volunteer hours**
- **\$346,498 raised for AOs' causes, and**
- **\$99,673 of in-kind donations provided.**

The partnership between GFWC and AOs is one of mutual benefit that helps millions of people in every community nationwide. It's these collaborative efforts that solve societal problems and allow for a collective impact that is greater as result of our combined resources and efforts.



# SUNDAY, JUNE 11

The program for the day consisted of the Epsilon Sigma Omicron (ESO) Breakfast followed by seven **GFWC Workshops** featured on pages 25-28; the GFWC Affiliate Organizations Panel Discussion, "**Collaboration Can Change the World**," on page 20; the announcement of the **Junior & Juniette Leadership Certification Program**; the **GFWC Service Project** to benefit Canine Companions on page 22, as well as a tea and two receptions. Attendees were kept busy going to one session after another.



One of the highlights of the day included the **Epsilon Sigma Omicron (ESO) Breakfast** guest speaker, Author Robin Yocum who also serves as GFWC Education and Libraries/Juniorettes Honorary Chairman. Yocum shared with the audience how he came to be a writer. When asked what he wanted to be in fourth grade, his reply was "a basketball player." His father motivated him to attend college by taking him to the steel mill in his home state of West Virginia to impress upon him what life would be if he did not go off to study. Interestingly enough before Yocum became a published writer he was a ghost writer for Dr. Jack Kevorkian. At the conclusion of his speech, Yocum drew the winner of the "**My Name in Print**" fundraiser to be featured as a character in his next book. Jolie Frankfurth, Second Vice President, won much to her delight and surprise.



## JUNIOR & JUNIETTE LEADERSHIP CERTIFICATION PROGRAM

Director of Junior Clubs Katie Moydell announced during the Juniors Business Session a new **Junior & Juniette Leadership Certification Program**. This certification will be awarded to clubs that complete six monthly leadership activities covering the following topics: *GFWC History, Self-Development, Team Development, Strategic Thinking & Acting, Innovation, Fundraising, Legislation, and Communications & Public Speaking.*

To download a *Junior/Juniette Leadership Certification application* or resources, visit the GFWC Member Portal at [www.GFWC.org](http://www.GFWC.org), and click on "J" in the Digital Library.





# 2023 SERVICE PROJECT

## SUNDAY, JUNE 11

The **2023 Service Project** for the Convention supported the good work conducted by GFWC Affiliate Organization Canine Companions, a leader in the service dog industry. Their mission is to help clients and their dogs live with greater independence by providing service dogs to adults, children, and veterans with disabilities and facility dogs to professionals working in healthcare, criminal justice, and educational settings.

Much to everyone's delight fur and fleece filled the room. Representatives from Canine Companions showcased three of their service dogs, Andre, Feta, and Gage, as they spoke about their program and what GFWC members can do to advocate on their behalf (see page 27).

Clubwomen completed more than 200 blankets. These no sew fleece blankets serve the dual purpose of being a training aid and comfy beds for the dogs to enjoy. The dogs are trained to recognize their blankets as a safe space to relax and teaches them to maintain self-control in any public setting. The blankets also protect furniture and carpet from pet hair.



To learn more about GFWC's work with Canine Companions, visit: [www.gfwc.org/what-we-do/affiliateorgs/](http://www.gfwc.org/what-we-do/affiliateorgs/).

### GFWC THANKS CANINE COMPANIONS AND THEIR REPRESENTATIVES FOR EDUCATING AND VISITING WITH ATTENDEES!



Clubwomen cutting and tying fleece blankets for Canine Companions



Service dog in training, Andre





# MONDAY, JUNE 12

The day included a full itinerary. Program highlights included the **Incoming Leaders Training Seminar (ILTS)** for members of the 2024-2026 Administration, a three-hour **Business Session**, the **GFWC Shining Stars Luncheon: Celebrating Our Sponsors**, candle making, the **International Past Presidents Tea**, and concluded with the **Paint the World Purple Gala: The Gift of Communicating**, sponsored by Alzheimer's Association.

During the **Business Session** members discussed and voted on new GFWC Bylaws and Resolutions. Trish Peoples, GFWC Wyoming President delivered a moving speech in honor of the life and service of Ernestine "Ernie" Shriner, International Past President (2004-2006), who passed in December 2022. The Photography, Writing, Fundraising and Development, and Women's History and Resource Center Contest winners were announced. Lee Ann Conlon, GFWC Illinois President, and Patti Kuchar, GFWC Illinois Director of Junior Clubs, performed a skit inviting everyone to the 2024 GFWC Annual Convention in Chicago. In addition, the winners of the **Race to the Finish Fundraiser** were announced.

In the afternoon, participants enjoyed the **GFWC Shining Stars Luncheon: Celebrating Our Sponsors**, which recognized Anna Claire Vollers as the recipient of the 2023 Jane Cunningham Croly Award for excellence in journalism (see page 29). In addition, the Communications and Public Relations, Leadership, and Membership Committees awardees were announced. For a complete list of the GFWC Awards given at the 2023 Convention, visit [www.gfwc.org/membership/awards-contests-and-grants/2023-awards/](http://www.gfwc.org/membership/awards-contests-and-grants/2023-awards/).



## INCOMING LEADERS TRAINING SEMINAR (ILTS)

In preparation for the 2024 GFWC International President Installation on July 1, President-elect Suellen Brazil hosted the **Incoming Leaders Training Seminar (ILTS)**. This biennial event is for the GFWC leaders—Region Presidents, State Presidents, and State Directors of Junior Clubs—serving in the 2024-2026 Administration to discuss their upcoming roles and meet the GFWC Headquarters staff.



Attendees enjoying the **Fun Experience - Let the Candles Come to You!** activity. The specialty workshop, facilitated by Maddox & Rose, a local, female-owned business, instructed on the process of creating scented candles. Participants created custom scents to enjoy after the Convention as a reflective souvenir.



Monday Business Session



GFWC International Past Presidents' Tea



# MONDAY, JUNE 12

As the 2023 GFWC Annual Convention came to a close, Karen Charvat, Protocol and Special Events Chairman, gave a touching speech about her mother's journey with Alzheimer's and the supporting role she played in the process.



**GUEST SPEAKERS:** Shannon White, Executive Director for Greater Kentucky and Southern Indiana Chapter and Sheri Klym, Director of Memberships and Associations from the Alzheimer's Association spoke about the impact Alzheimer's disease has on our communities. She also spoke about the ways clubwomen can get involved with the Alzheimer's Association.



During their **State of the Federation**, GFWC International President Deb Strahanoski and Director of Junior Clubs Katie Moydell recapped key successes for year one of the 2022-2024 Administration. They encouraged members to share all they learned at this year's Convention, and to participate in the **Junior/Juniorette Leadership Certification Program** and the inaugural **GFWC National Day of Service on September 30**.

GFWC thanks everyone who attended the Convention and looks forward to seeing you in Chicago next year!





# DESIGNING NONPROFIT BRAND IDENTITY & STRATEGIES

by **JEN NOWACK,**

GFWC COMMUNICATIONS AND PUBLIC RELATIONS CHAIRMAN



**GENERAL FEDERATION  
of WOMEN'S CLUBS**

When it comes to establishing a brand identity for an organization, consistency is key. During the "Designing Nonprofit Brand Identity & Strategies" workshop, attendees learned about the current GFWC rebranding initiative underway.

Most GFWC clubwomen know that the acronym GFWC stands for the General Federation of Women's Clubs. However, the public does not. Getting the General Federation of Women's Club's name out there is paramount to establishing name recognition to influence important changes needed to improve our communities.

Key topics of discussion included the GFWC Emblem as its identifying symbol followed by the full name spelled out to the right; motto: Unity in Diversity; tagline: Living the Volunteer Spirit; guidelines for when, where, and how to use the Emblem; personality: GFWC clubwomen who embody the volunteer spirit; and values: community servants and advocates to raise public awareness on important issues recognized in the GFWC Bylaws and Resolutions.



When is the right time to use "General Federation of Women's Clubs" versus GFWC? It comes down to external and internal communications. Use the full name to promote name recognition and goodwill externally. Using the GFWC acronym is acceptable and understood internally in your state or a local club.

Equally important is the placement of the GFWC Emblem on your fliers and information distributed publicly. *Research shows that people are 89 percent more likely to remember a brand when a logo appears on the upper left-hand side.* Why is that? We are conditioned to read left to right. It comes down to psychology and understanding how information is processed.

To download the GFWC Emblem in its correct format and GFWC Style Guide, visit the GFWC Member Portal Digital Library, letters E and S, at [www.GFWC.org](http://www.GFWC.org). ▀

## LEADERSHIP SUCCESSION THROUGH A STRATEGIC PLAN

by **SUSAN GETTYS,**

GFWC LEADERSHIP CHAIRMAN

Developing a strategic plan can assist your club in determining its long-term goals, objectives, strategies, and tools needed for success. It is a road map for the club's activities and priorities.

Strategic planning is all about perspective and seeing the big picture. Developing a plan forces members to see beyond individual points of view for the greater good. Effective planning considers the perspective of all club members. Those in leadership roles develop a comprehensive plan as a guide, which ensures everyone works collaboratively to achieve successful outcomes.

The following six steps provide a basic outline to get you started:

- 1) Form a planning committee. It should include a chairperson, club leaders, and members. The club should consider engaging an outside facilitator to guide the process.
- 2) Review GFWC's Mission and Vision Statements to develop your club's comparable statements.
- 3) Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis to establish a baseline to develop membership, leadership, communications, finance, and program objectives.

- 4) Develop goals using the Specific, Measurable, Attainable, Realistic, and Time Specific (SMART) Goals Framework.
- 5) Identify goals, objectives, strategies, messages, and tasks.
- 6) Prioritize the goals, communicate the plan to the club members, and begin implementation.

Developing a long-term strategic plan is essential to your club's success. It reinforces the overarching club mission and gets leadership and members on the same page to work cohesively to improve your local community for all.

For more information on creating your club's strategic plan, visit the GFWC website, [www.GFWC.org](http://www.GFWC.org), go to the Member Portal Digital Library, and click on the "S" resource folder for Strategic Planning Toolkit. ▀







## TEAMWORK MAKES THE DREAM WORK

by **NANCY AMES,**  
GFWC MEMBERSHIP CHAIRMAN

Successful teamwork involves trust, communication, effective leadership, and a focus on shared goals with a collective responsibility for success and sometimes failure. It also involves inclusiveness and decision-making during a challenge.

There is no secret formula for recruiting members to join a club. It is always a challenge. Being a member of a GFWC club provides an opportunity to get closer to the community in which you live. Volunteerism broadens your perspective by helping you understand the needs of the population you are helping. Involvement brings you closer to families and organizations through first-hand experience and understanding of their needs.

Integrating new members into GFWC gives them a sense of belonging, purpose, and direction. When GFWC members are engaged, they become stronger, resulting in a greater impact in their communities. Retaining members is an ongoing process, not just a "one and done." It starts when a new member joins your club.



**WORKSHOP PARTICIPANTS PLAY A GAME OF DESERT ISLAND.** Each group must decide what items to keep and what to toss. The exercise showed members the importance of inclusiveness when planning and making decisions.

The more new members remain inspired and continue to grow, the more committed they become, resulting in long-term retention.

By creating bonds and connections with your GFWC sisters, you build important lifelong relationships to improve the lives of those around you.♥

## THE FACETS OF FUNDRAISING

by **JEANETTE T. WELLS,**  
GFWC FUNDRAISING AND DEVELOPMENT CHAIRMAN

During this interactive workshop, attendees learned fundraising strategies and applied principles by planning a "Trivia Night Fundraiser." The activity allowed each working group to function as a club committee, with members deliberating to brainstorm and develop an action plan.

The groups formed six components of fundraising: 1) Tickets and Registration, 2) Venue and Decor, 3) Food and Beverage, 4) Public Regulations and Communications, 5) Opportunities (raffles), and 6) Trivia.

*Continued on the next page*





The Facets of Fundraising Workshop

Each group created a list of ideas and questions to address as related to the assigned committee topic. Following group deliberations, participants opened an envelope in the middle of the table with a list of action items developed by the GFWC Fundraising and Development Committee.

Participants compared their list to the one provided for the “aha” reveal. During a recap of what each group developed, they shared additional elements identified by the committee that are needed for a successful fundraising event.

Committee members concluded the workshop by providing guidance about how to report back to their club with items of concern, needs, etcetera, for a successful event, and they explained the process of refining details until a good plan is developed. The key takeaway from the workshop is the realization that a Fundraiser, even a large one, is easier to manage when broken into smaller parts, taking one step at a time.

For a copy of handouts, go to the Member Portal Digital Library at [www.GFWC.org](http://www.GFWC.org). Select “C” for Convention and navigate to the “Workshops” folder, click on the file link to download. ♥



(R to L) Katie Robey with Emily Carillo and Jenny Hinegardner, workshop participants.

## ADDING VALUE TO GAIN YOUTHFUL VOLUNTEERS

by **KATIE ROBEY,**  
GFWC JUNIORS' SPECIAL PROGRAM CHAIRMAN

As more clubs look for help on Community Service Projects (CSP), our youth can add value to clubs' activities as volunteers. The benefits of inviting youth to participate in CSPs are a win-

win. The youth volunteers get hands-on experience and skills that are transferable to every aspect of their lives.

It is important to understand the types of volunteer projects that excite them. For example, past activities include helping with a “Girls on the Run” event, having a “Trike-A-Thon” for St. Jude Children’s Research Hospital or any nonprofit, and creating a butterfly garden for their community.

Clubs that have Juniorette clubs nearby know those Junioresses are eager to share their sparkle on projects. For clubs that do not have a local Juniorette club, or none exist in their state, engaging the youth in your community to be volunteers is an opportunity to form a new Juniorette club. High school students who may be required to complete community service hours would be good candidates. Jenny Hinegardner, Juniorette Chairman, can guide you through the process of starting a Juniorette Club.

To support your state’s Juniorette Clubs, consider having a fundraiser at a State Convention with funds going to clubs that are having difficulty raising funds on their own. Also, partner with your local library and schools to recruit Juniorette members.

Use the Community Connection Initiative for Advocates for Children as a resource to invite youth to volunteer with your club’s projects. In fact, during “**GFWC Advocates for Children Week,**” **October 22-28,** invite them to assist with projects.

Be the catalyst for creating a new Juniorette Club ready to Dream Big, Sparkle More, and Shine Bright. These young volunteers represent the future of the General Federation of Women’s Clubs. ♥



# POWER OF US: CLUB ADVOCACY

by **JULIET CASPER,**

GFWC LEGISLATION AND PUBLIC POLICY CHAIRMAN

"The Power of Us: Club Advocacy" workshop provided firsthand experience of what advocacy entails. Attendees worked on a hypothetical advocacy campaign centered on the issue of counterfeit service dogs, which can take away from legitimizing actual service dogs. This is a priority advocacy issue for GFWC Affiliate Organization Canine Companions.

Each table worked on one component of a campaign for a pending bill in the Kentucky Legislature that seeks to help people distinguish between service animals, protected under the Americans with Disabilities Act, and emotional support animals that the Act does not protect.

As part of the advocacy process, participants identified the issues surrounding fake service dogs. People with disabilities who need real ones to help them thrive independently are in jeopardy of losing this valuable resource because fake dogs present a threat to public safety. The laws protecting service animals vary from state to state. In such instances, using the GFWC Legislative Action Center (LAC) to find a state's pending bills on this topic is an invaluable resource.

Other campaign components include writing a letter to the editor, drafting a legislative alert, reviewing GFWC resolutions,

preparing for a state legislative session, meeting with an elected official, composing a leave-behind information sheet, building a coalition of support, implementing a social media campaign, and drafting a proclamation. All these advocacy tools are important to persuading opinion leaders on the importance of protecting the rights of Americans with Disabilities' access to professionally trained and certified service dogs.

Together We Advocate for Those in Need!

To download a copy of the Legislative Advocacy Toolkit, visit the GFWC Member Portal at [www.GFWC.org](http://www.GFWC.org), and click on "L" in the Digital Library. 📖



# WHAT IF IT HAPPENED TO YOU?

by **TRISHA SCHAFFER,**

GFWC SIGNATURE PROGRAM CHAIRMAN

One of the most important qualities an advocate can possess is empathy. In domestic violence, women naturally relate to the pain and suffering the victim endures. However, men, too, are victims of domestic violence. The common thread of fear, anguish, anxiety, depression, and self-esteem adversely affects all, regardless of gender.

Understanding the barriers to leaving an abusive relationship the victim faces humanizes their struggles. Victims will stay due to economic necessity; isolation; fear; homelessness; hopelessness; shame and guilt; hope the abuser will heal/stop; threats; culture and religion; and family.

During this interactive workshop, attendees got a glimpse into the experiences and the vulnerabilities of facing trauma and adversity as a survivor. They participated in "Walking the Walk," a sexual violence awareness exercise with seven survivor stories. The objectives of the exercise are to experience the issues and emotions that survivors of sexual violence face every day, learn about the different barriers and responses from family, friends, and community members, and understand the complexity of



sexual violence, including the struggle survivors must navigate through the healthcare and legal systems. This activity is powerful and leaves you with a better understanding of sexual violence while now being able to empathize with the survivor.

Participants learned appropriate responses to offer a survivor of sexual assault or victim of domestic violence, such as "I'm glad you're safe," "It's not your fault," "I'm sorry it happened," "You are not alone," and "People are waiting to help." If you suspect someone is experiencing abuse, offer them your help.

To learn more about the Signature Program, how to become an advocate, and the annual GFWC Success for Survivors Scholarship, visit [www.GFWC.org/what-we-do/community-service-programs/](http://www.GFWC.org/what-we-do/community-service-programs/). 📖



# 2023 JANE CUNNINGHAM CROLY AWARD FOR EXCELLENCE IN JOURNALISM WINNER

## ANNA CLAIRE VOLLERS

**AT** the “GFWC Shining Stars Luncheon: Celebrating Our Sponsors” on Monday, June 12, the prestigious Jane Cunningham Croly Award for Excellence in Journalism was presented to Anna Claire Vollers, a reporter of Reckon News, which covers national issues through the lens of historically marginalized communities.

GFWC International President Deb Strahanoski recognized Vollers’ work for “capturing the courage, vision, and spirit of Jane Cunningham Croly,” GFWC’s founder.

“Jane Cunningham Croly was a pioneering journalist who devoted her life to helping women improve their lives and expand their rights,” said Deb Strahanoski, GFWC International President. “Today’s award winner Anna

Claire Vollers embodies the very essence of this award as reflected in her article; Alabama wants to make birth centers harder to open. Midwives and birth workers are pushing back, published on September 1, 2022, reporting on the merits of low-risk pregnant people having the right to decide how they want to give birth.”

“As a mother, I experienced my own difficult birth and don’t want other women or families to go through the same,” said Anna Claire Vollers. “I spent the past year on a reporting project exploring how integrating midwives and other community birth workers might be one way to improve the health of women and babies in my state.

“In this story, I explored proposed state regulations that could limit women’s



choices in birth care, and I spotlighted women who are advocating for evidence-based birth options that could improve birth outcomes, particularly for women of color. Ultimately, work remains to be done. No one solution will fix all the problems contributing to our country’s maternal health crisis. But I believe that these groups of women will ultimately succeed, because in my 18 years of reporting, I’ve seen this happen before: Women band together and they don’t stop working until they make their corner of the world a little bit better for the ones coming behind them.”

Vollers reports on family policy and working parents, and often covers maternal health, childcare access, healthcare, and politics. She lives in Huntsville, Alabama, with her husband and their three sons.

To read more about the Jane Cunningham Croly Award for Excellence in Journalism, visit [www.GFWC.org](http://www.GFWC.org).





# 2023 GFWC AWARDS

**FEATURED: PHOTOGRAPHY, WEBSITE, NEWSLETTER & WRITING (POETRY AND SHORT STORY) CONTESTS**

Each year GFWC distributes approximately 200 awards during its Annual Convention. Awards are based on the GFWC Committees and Programs outlined in the *GFWC Club Manual* for each administration.

The process for entering and progressing to national level recognition is tiered. Entrants must first submit to their clubs, who in turn submit the winner in each category to the State Federation, and those winners move forward for national recognition.

Winners are recognized at various segments of the three-day Convention. It is a great honor and achievement for clubs and individuals to win national recognition.

GFWC congratulates all the 2023 GFWC Awards recipients recognized throughout the Annual Convention, June 10-12. If you did not enter one of the contests this year, please consider doing so for the 2024 season.

## WEBSITE & NEWSLETTER CONTESTS

Facilitating the two-way communications model is essential to maintaining good relationships with key stakeholders.

**Website:** An organization's website is an important branding tool that when used and updated regularly increases your club's profile digitally and in the community. The award recipient demonstrated the best practices and effectively communicated what it means to *live the volunteer spirit*.



### WEBSITE CONTEST WINNER

Winner: GFWC Brown Deer Junior Women's Club (Wisconsin)

**Newsletter:** The winner of this contest demonstrated an understanding of the importance of regular and timely communications to educate and inform members on club business and facilitate public relations outreach, membership recruitment and retention, and program development.



### NEWSLETTER CONTEST WINNER

Winner: GFWC The Woman's Club of Clayton (North Carolina)

## WRITING CONTESTS

GFWC features two creative writing contests: 1) **Short Story** and 2) **Poetry**. The winners of these categories are recognized for their storytelling, expression of thoughts, and for sharing their voice.



### POETRY CONTEST WINNER

Winner: Lauren Bates, Jackson Woman's Club (Kentucky)



### SHORT STORY WRITING CONTEST WINNER

Winner: Patricia Mertens, GFWC Mina Sauk Club (Missouri)

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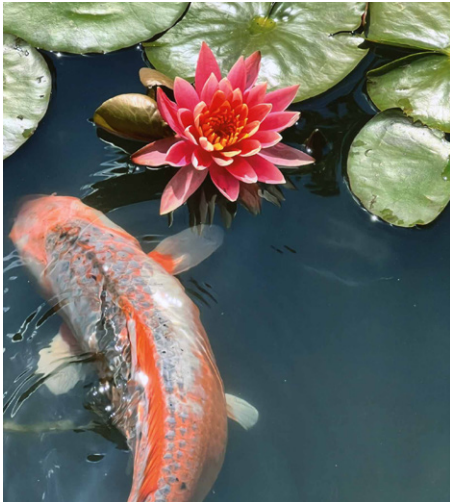


# PHOTOGRAPHY CONTESTS

The GFWC Photography Contests encourage members' artistic expression and visual storytelling while recognizing originality, visual impact, and technical skill in photography. Members can participate in two categories: 1) **The World In Pictures** and 2) **GFWC Living the Volunteer Spirit**.

**The World In Pictures Contest** highlights photographs in three specialty areas:

1) **Our World Up Close:** The art of taking photos of small subjects with a magnification of life-size or greater in a moment.



## OUR WORLD UP CLOSE

First Place: Keiko Torgersen,  
GFWC Anchorage Woman's Club (Alaska)  
*"Koi Pond"*

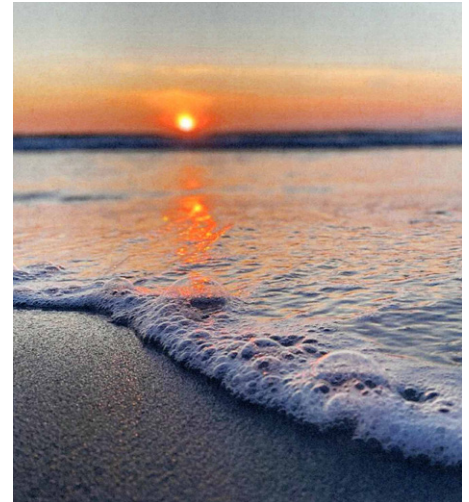
2) **Natural Wonders:** Use of wide angles and panoramas, or changeable landscape images, to showcase mountains, meadows, or any other magnificent vista.



## NATURAL WONDERS

First Place: Kathleen Hoard, Granger Iowa  
GFWC (Iowa)  
*"Immaculate Conception Church"*

3) **Reflections:** Feature a setting, situation or landmark that brings back poignant memories or captures a fleeting image reflected in glass, water, or another mirrored surface.



## REFLECTIONS

First Place: Terri Belch, GFWC Lakewood  
Women's Club (California)  
*"Beautiful Sunrise Over the Water"*



**GFWC Living the Volunteer Spirit Contest** captures the special moments in the lives of GFWC clubwomen as they meet, plan, advocate, volunteer, or celebrate, in groups or one-on-one.

## LIVING THE VOLUNTEER SPIRIT

First Place: Mickey Coonfare, GFWC Iowa  
Five Season's Women's Association (Iowa)  
*"Rockin' the Hairnet"*

## FOR A COMPLETE LIST OF THE 2023 GFWC AWARD WINNERS VISIT:

[www.gfwc.org/membership/awards-contests-and-grants/2023-awards](http://www.gfwc.org/membership/awards-contests-and-grants/2023-awards)

To learn about the 2024 GFWC Awards entry process and deadlines, please visit the [GFWC Digital Library](#) and click on "C" under Resources for the *GFWC Club Manual*.





# CHICAGO



JUNE 29 – JULY 1

2024 GFWC ANNUAL CONVENTION

**JUNE 28**

LEADS

Board of Directors Meeting

Host State Night

**June 29**

Opening Ceremony

**June 30**

Gala Night

**July 1**

Installation

HILTON CHICAGO

\$229 + TAXES & FEES

