



# NEWS & NOTES

YOUR WEEKLY UPDATE ON GFWC NEWS

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March 13, 2025

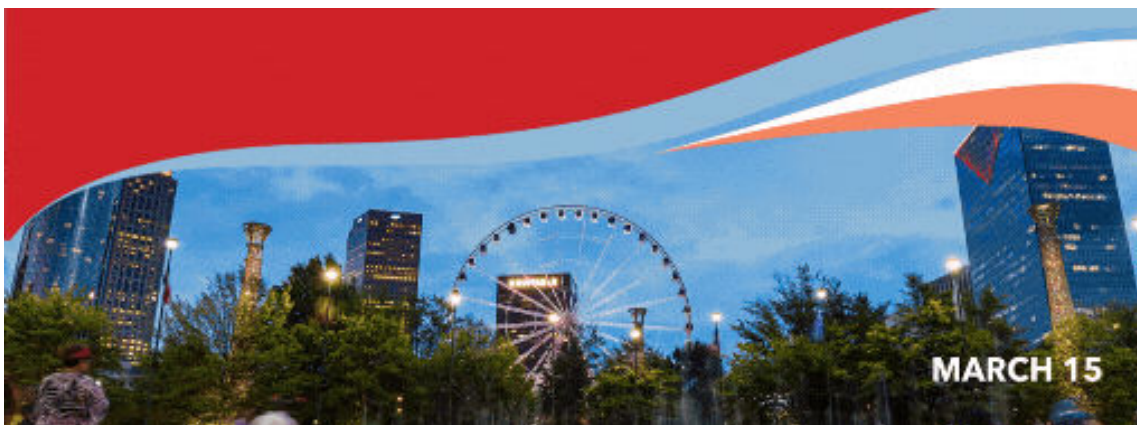
## GFWC: Educational Webinar Training



June 6-9

Spinning Vision into  
Reality: Join Us for the 2025  
GFWC Annual Convention

REGISTER NOW



## Early Bird Deadline: This SATURDAY, March 15

Register for the GFWC Annual Convention by the **March 15 Early Bird Deadline** to enjoy savings. Sign up before you miss the opportunity, as our tours are filling fast. View the Call to Convention for the preliminary schedule, available as a printable PDF in the “Documents” section of the [Convention Website](#).

REGISTER NOW



## Featured Convention Speaker

Anna Laymon, Executive Director of the Women's Suffrage National Monument Foundation

Speaking at

**Saturday Afternoon Business Session**

Saturday, June 7, 2:45 p.m. – 4:45 p.m.

You are going to want to be present when Anna Laymon speaks! Anna Laymon is a nationally recognized leader in cultural institutions known for her dynamic, innovative, and collaborative approach to building organizations, managing teams, and sharing America's stories. Anna's work with the Women's Suffrage National Monument has been instrumental as it develops from an idea to a physical reminder of American Women's history. Don't miss her energizing talk that recognizes the suffragists and other women who have been instrumental in transforming American democracy.

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## Registration is Open!

Stand united with GFWC members and groups around the world! GFWC is dedicated to being a formidable force against domestic and sexual violence, working together to make a significant impact.

Clubs, districts, states, and regions are asked to unite for action on Saturday, September 27! Sign up to show your commitment and participate in this historic GFWC International Day of Service (GFWC IDS), as clubs across the globe engage in meaningful actions.



The GFWC Executive Committee visited Senator Katie Britt of Alabama's office to start their day on Capitol Hill

## Leading Advocates

### ***GFWC Executive Committee Visits Over a Dozen Senate Offices in One Day***

The 2024-2026 GFWC Executive Committee took to Capitol Hill during their time in Washington, DC, last week to urge their respective Senators to support education and prevention and increased funding and program resources for survivors of domestic and sexual violence, human trafficking, and child sexual exploitation. Meetings highlighted program statistics gathered from state federation reports and policy positions expressed through our GFWC Resolutions and specifically focused our advocacy efforts on the GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention and Juniors' Special Program: Advocates for Children.

### **Guided by our 2025 Legislative Priorities**

GFWC International President Suellen Brazil announces the Executive Committee's approval of the [GFWC 2025 Legislative Priorities](#). Based upon our GFWC Resolutions, these federal legislative priorities will guide our efforts to

communicate to our elected officials in-person and utilizing our GFWC Legislative Action Center.

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## Junior Membership Survey Closing March 15

The Junior organization is a vital part of the General Federation of Women's Clubs, and we want to provide junior clubs and members with the best possible experience. To gain a comprehensive knowledge of our junior membership and clubs, GFWC is conducting research to help guide future efforts.

Your responses to a brief survey are confidential and anonymous. Name and email may be provided optionally for future participation and/or incentives but are not collected with aggregate data. *This survey is for members of Junior clubs only.*

This survey will take less than 10 minutes to complete. Please complete the survey by **March 15th**.

[Read Now](#)

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## It's a New Day

by: Betsey Nielsen, GFWC Indiana State President

GFWC Indiana's theme for 2024-2026 is "It's a New Day," which aims to empower women by reminding them that each day brings a new beginning, and GFWC Indiana will be there to support them. This initiative has taken various forms, including support for shelters, education programs, scholarships, and food drives.

The Indianapolis 500, affectionately known as the Indy 500, is Indiana's most famous event. The pre-race trials generate tremendous excitement before the big race. Hoping to generate an equal amount of excitement, GFWC Indiana has organized the Undie 500, an initiative to collect 500 pairs of underwear to be

donated to local women's support groups and shelters. The collection will conclude in April at the 135th GFWC Indiana Annual Convention. Collecting two pairs of underwear per member is suggested, which would help achieve or exceed the goal of 500 pairs.

Clubs are encouraged to invite speakers to meetings to learn about community needs. Asking questions fosters a two-way discussion on how we can make a better impact. Knowledge leads to action, spreading the community organizations' missions and ours through awareness and engagement.

GFWC Indiana's most immediate challenge is membership, as our numbers are quite small. To address this problem, our state has created a membership award program, offering financial aid to clubs in their efforts to build membership. In April, we will recognize all clubs with increased membership at the State Convention and award a cash prize for the largest increase. GFWC Indiana will keep empowering and educating.

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## Your GFWC Branding Toolkit

By: Jeanette T. Wells, Communications and Public Relations Committee

A GFWC Branding toolkit is essential to sharing your club's mission with your friends, family, and community. A branding toolkit enables members to follow GFWC branding standards and guidelines to ensure consistency. The [GFWC Style Guide](#) provides the essential tools for you to use, including information on:

### **GFWC Brand**

Our brand consists of the GFWC Emblem, our Primary logo with the full name spelled out (General Federation of Women's Clubs), the "Living the Volunteer Spirit" tagline, and design guidelines. It is extremely important to all use the same look and voice, as it identifies us as one united volunteer organization.

### **Logos**

Using the correct logo or emblem in the correct place is easy! GFWC has provided numerous versions for clubs to download in the member portal,

including vertical, horizontal, color, and black-and-white to fulfill all of your design needs.

### **Color**

Keep color consistent! GFWC specifies its exact colors and how to use them in the GFWC Style Guide (<https://memberportal.gfwc.org/resources>).

### **Voice/Language**

The words you use, how you say and write them, present the brand's personality and attitude.

### **Video**

Your point of view tells your story and the story of your club. Consider adding a video to presentations. Include your top projects and organizations you support and use testimonials.

### **Photographic Style**

Be aware of the point of view in photos, especially with objects. Showcase volunteers actively working on a project instead of only taking posed shots.

Use the GFWC branding guidelines on social media, paper products, apparel, banners, and everywhere your club carries the message of GFWC. Remember, all the elements should form one cohesive, consistent message, making it easy to spot GFWC members around the globe.



**MARCH 19, 2025 @ 7 P.M. ET** - When Passion and Purpose Collide  
Ann Lauer, Quilt Pattern and Fabric Designer and GFWC Arts & Culture  
Honorary Chairman.

Join us next week to hear how traveling in Bwindi, Uganda, to see mountain gorillas brought Ann Lauer's passion for fabric art full circle as she was introduced to Ride 4 Woman. This non-profit organization supports local women struggling with domestic violence, poverty, and homelessness. Ride 4 Woman teaches these women to sew and quilt to earn a living. Register and listen to this intriguing story.

Register Now: <https://bit.ly/4hJccQO>

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## Make Tax Season Simple



Save 25% when filing with TaxAct, through one of GFWC's Affinity programs. Their easy-to-use software takes the stress out of filing. TaxAct guarantees you'll get your maximum tax refund, backed by their \$100,000 promise.

GFWC Members get exclusive discounts through this [link](#).

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# Volunteers in Action:

## GFWC North Myrtle Beach Woman's Club (SC)

The GFWC North Myrtle Beach Woman's Club Environment Committee dedicated time to cleaning the Russell Burgess Coastal Preserve. This local park, which features a vital marsh habitat and scenic boardwalk, was greatly enhanced with the removal of 35 pounds of refuse.

Do you have a coastal area or habitat that could use your help?

### Want your club project to be featured in an upcoming issue of News & Notes?

Simply send your full club name, State Federation, and 100 words describing your club's favorite project to [PR@GFWC.org](mailto:PR@GFWC.org).  
Make sure to add a great action shot or two that brings your project to life!



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