



GFWC

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**GENERAL FEDERATION
OF WOMEN'S CLUBS**

ALABAMA

**LEADERSHIP WORKSHOP
JULY 13, 2024**



COMMUNICATIONS AND PUBLIC RELATIONS (CPR)

Karol Kapustka – Chair, Mailing List Admin, Publisher/Editor

Tracy Swayne – Website Administrator

Mary Beth Robinson – Social Media Administrator

Communication & Public Relations

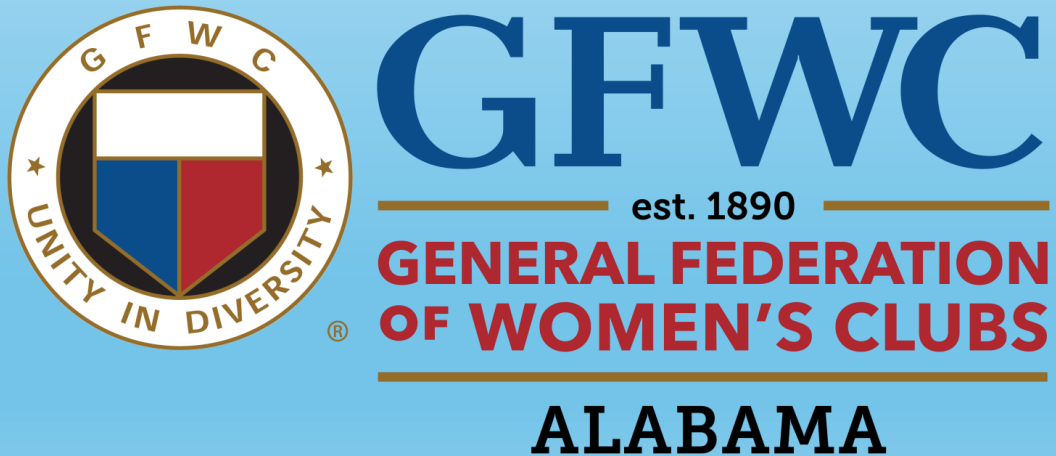
Tactic and Tools

- Branding
- Public Relations
- Club Communications
- Website (Under Construction)
- Social Media (Contact Mary Beth Robinson with questions about any of the Social Media Platforms)
- Digital Meeting Capabilities



Branding

GFWC Alabama Branding Logos



Public Relations

Building Relationships with your Community:

Business Leaders (local businesses, hospitals, schools)

Other Community Organizations (church, other charitable organizations (Ronald McDonald, Manna House, CCYR, St Jude's, Red Cross, etc)

Elected officers (Mayor, City Commissioners)

Club Communications

- Club Meetings
- Newsletters
- Emails
- Postal Mailings
- Social Media / Facebook Page Postings/Instagram (pictures, invites, events)
- Website postings (pictures, invites, events)
- Digital Meetings (Zoom)

Website Reconstruction

Tracy Swayne
Website Administrator

Website Sneak Preview



**GFWC ALABAMA**

Sign up to stay in touch!

Sign up for our GFWC Alabama email mailing list to get the Alabama Clubwoman, monthly News and Notes, and other interesting Federation news and updates delivered to your inbox.

* Email Address

* First Name

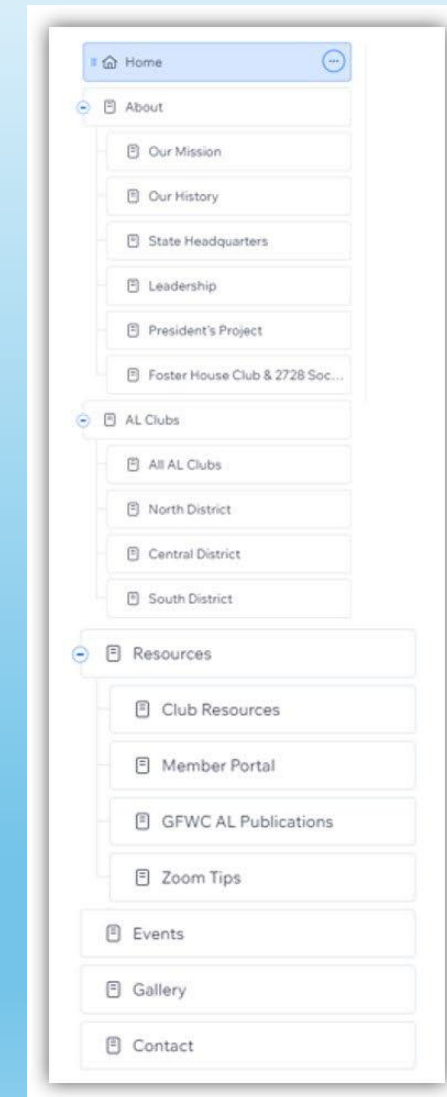
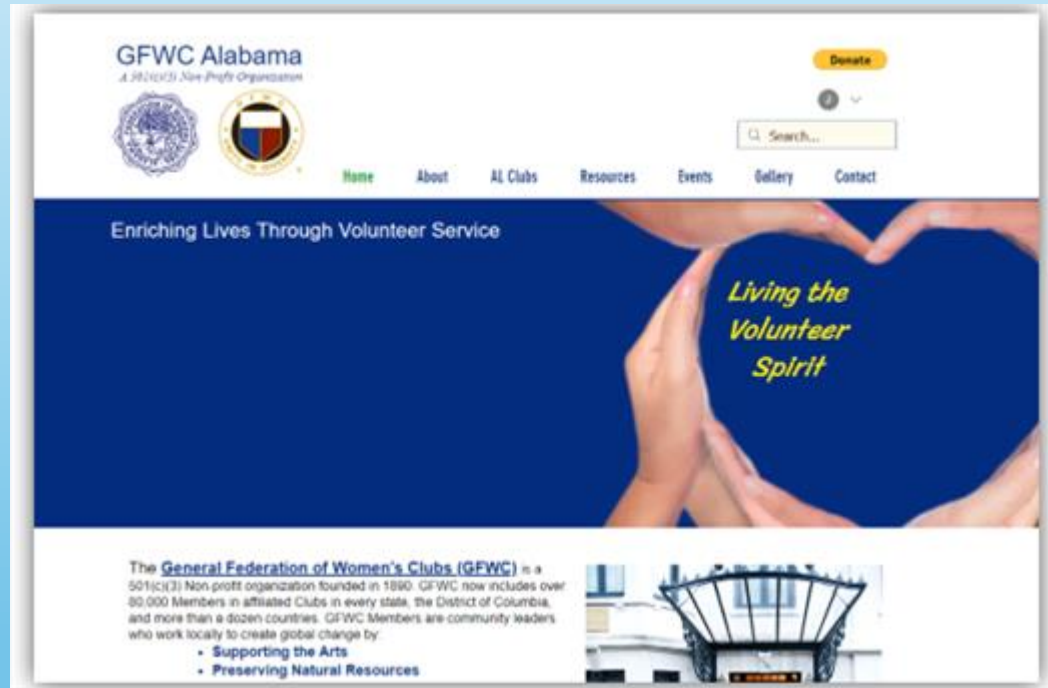
* Last Name

* Club

By submitting this form, you are consenting to receive marketing emails from: Alabama Federation of Women's Clubs, 2728 Nazuma Avenue, Birmingham, AL, 35205 United States, <http://www.gfwcalabama.org>. You can revoke your consent to receive emails at any time by using the  SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign Up

Home Page and Current Page Titles



CPR means of communication

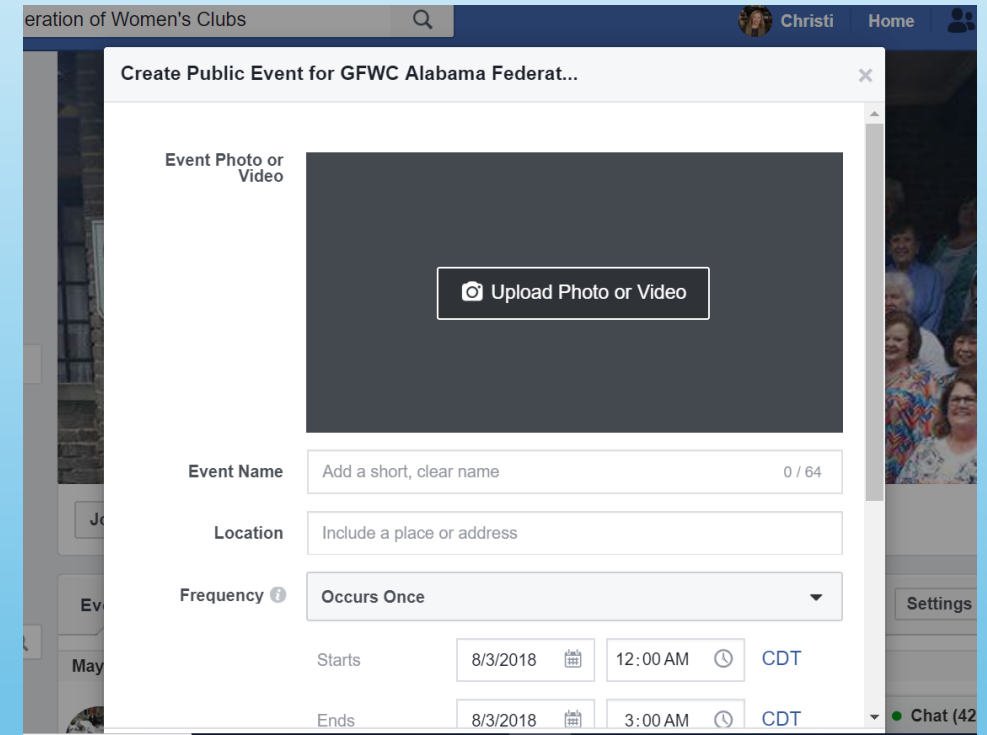
- Digital news distribution via Constant Contact:
 - AL Clubwoman (quarterly)
 - GFWC AL News & Notes (monthly)
- Website: www.gfwcalabama.org
- Facebook: GFWC Alabama Federation of Women's Clubs
- Instagram: AFWC2728
- X (Twitter): @gfwcalabama

Communications & Public Relations Tools for all members and clubs

GFWC Alabama Leadership Workshop
July 13, 2024

Questions re: tools presented may be directed to Christi Robinson
jcg.robinson@gmail.com

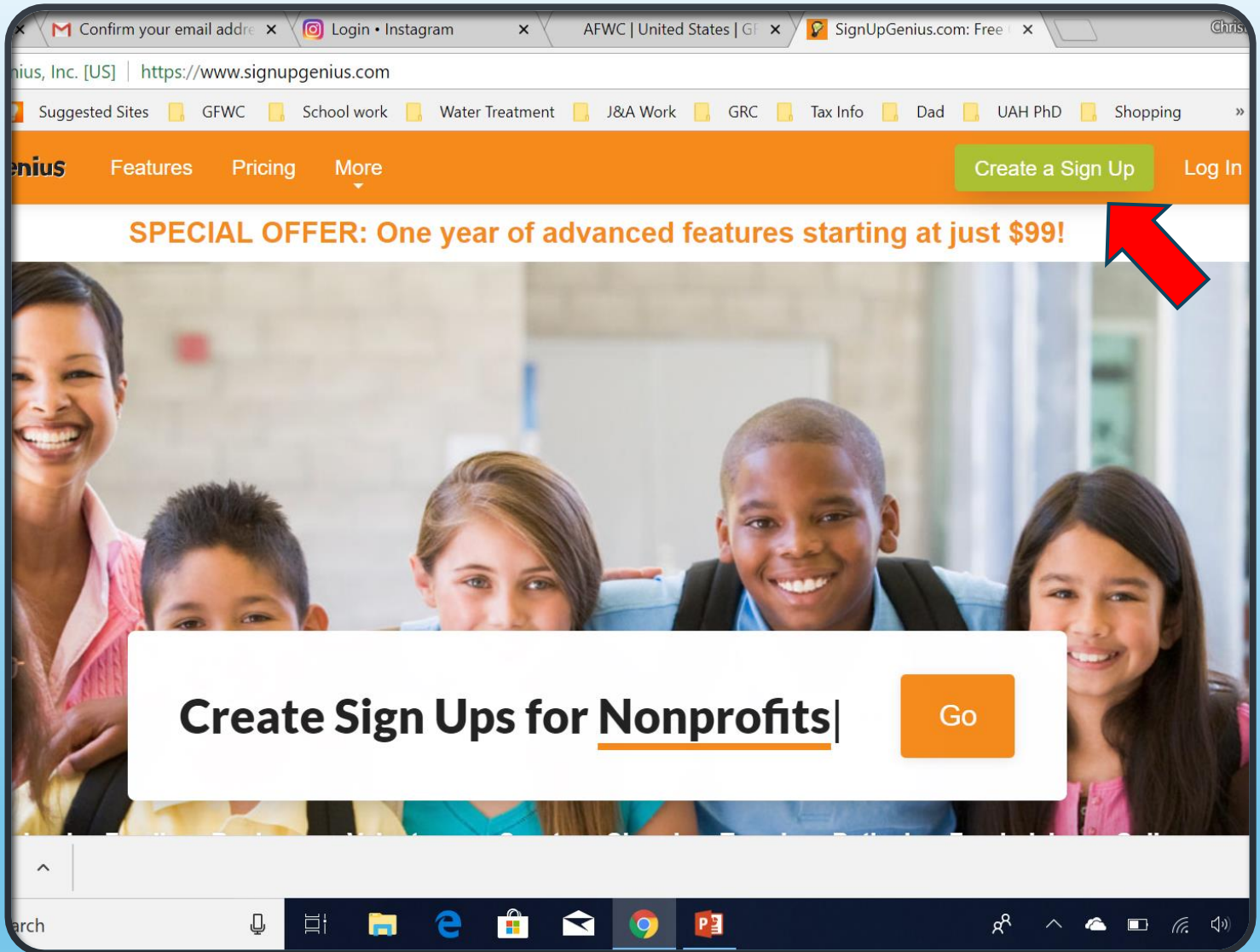
SET UP A FACEBOOK EVENT



- Always use your club's name and GFWC in the title of your Facebook page
- Encourage members to "Like" and "Share" club posts if public
- Use "Facebook Live" to livestream events

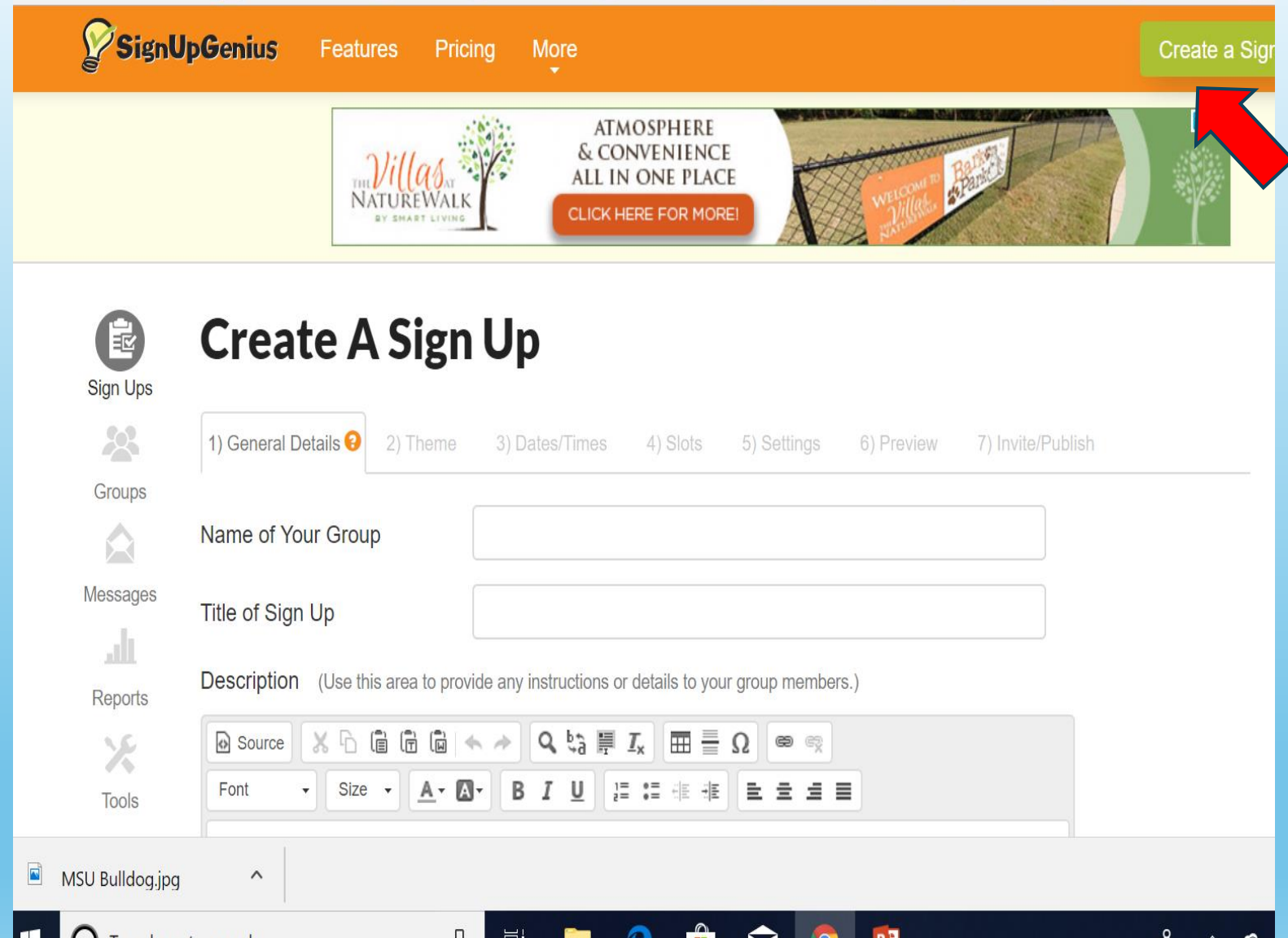
Sign-Up Genius

- easy way to provide real time updates as to who has signed up for which time slot or item
- Automatically emails reminders to everyone that has signed up
- go to www.signupgenius.com
- “create a sign up”
- complete by verifying the email address in the automatic email that will be sent to your registered account
- “create a sign up” again after logging in to get started



Sign-Up Genius

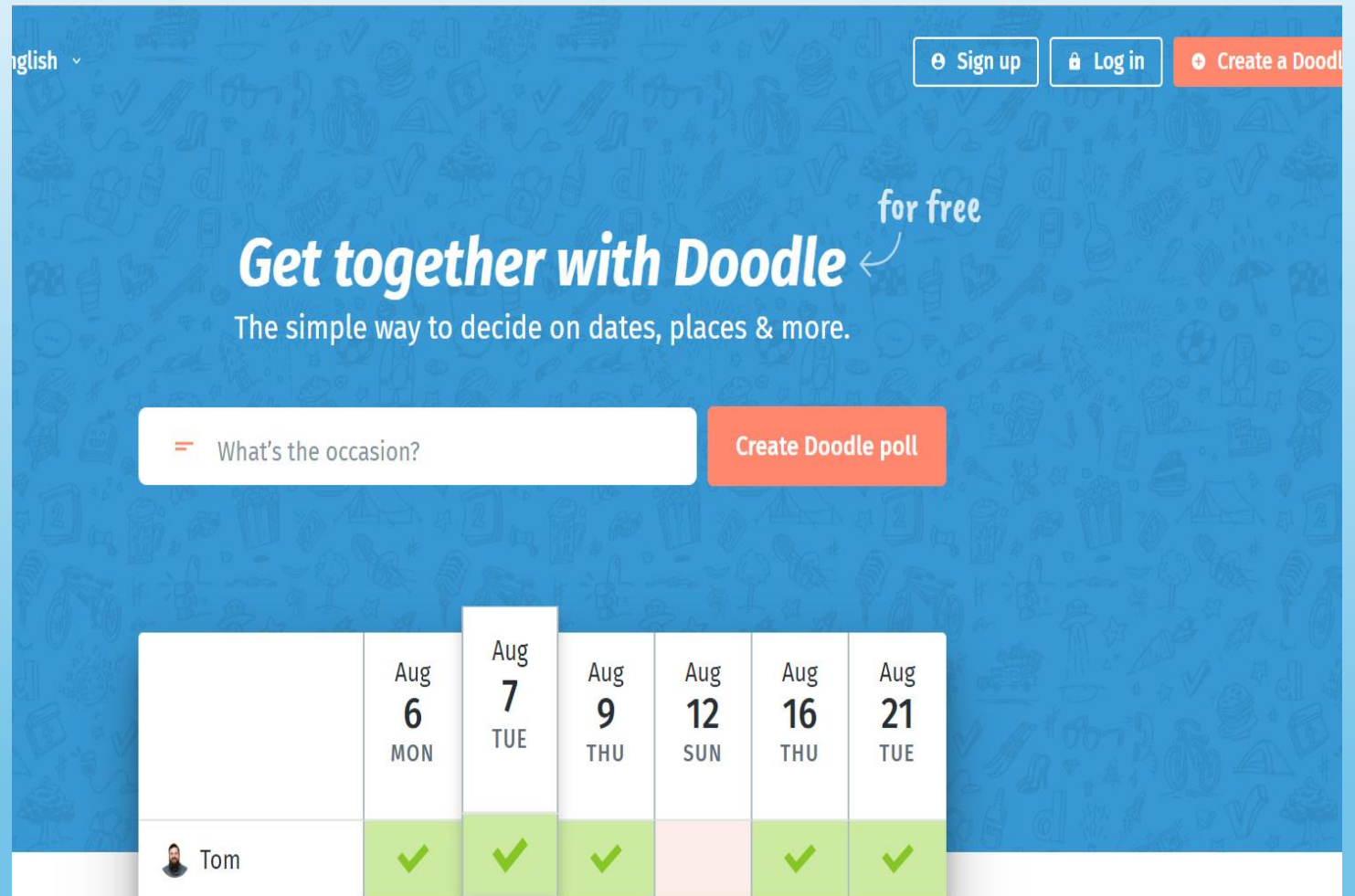
- complete the general info that will show at the top of your page
- select a theme that fits your sign up & upload your own picture if you like
- enter all the dates & times needed for your activity, can all be the same or can create separate time slots
- name the slots, e.g. set up, clean up, or list items needed, e.g. socks, underwear, etc.
- review the settings and edit as needed
- preview your sign up
- invite/publish – send emails directly or select “Take my signup live but don’t send emails” to get a link you can cut & paste in other emails or on facebook



The screenshot shows the Sign-Up Genius website interface. At the top, there is an orange navigation bar with the logo, links for Features, Pricing, and More, and a green 'Create a Sign Up' button highlighted by a red arrow. Below the navigation bar is a banner for 'The Villas at NatureWalk' with a 'CLICK HERE FOR MORE!' button. The main content area is titled 'Create A Sign Up' and features a sidebar with icons for Sign Ups, Groups, Messages, Reports, and Tools. The main form has a progress bar with steps: 1) General Details (active), 2) Theme, 3) Dates/Times, 4) Slots, 5) Settings, 6) Preview, and 7) Invite/Publish. The form fields include 'Name of Your Group', 'Title of Sign Up', and 'Description' (with a note to provide instructions or details to group members). Below the description field is a rich text editor with various formatting options like Source, Bold, Italic, Underline, and Font Color. At the bottom, there is a file upload section showing 'MSU Bulldog.jpg'.

Doodle

- find consensus on a date, time and/or location for a meeting with a large group of people
- eliminate the annoying “reply to all” emails and let this site do the work of collating all responses to find what works for the majority
- enter the name of your meeting and click “create doodle poll”



The screenshot shows the Doodle website interface. At the top right, there are links for 'Sign up', 'Log in', and 'Create a Doodle'. The main heading is 'Get together with Doodle' with a subtext 'The simple way to decide on dates, places & more.' and a 'for free' label. Below this is a form with a placeholder 'What's the occasion?' and a 'Create Doodle poll' button. At the bottom, a calendar view shows dates from August 6 to 21. A user named 'Tom' is shown with green checkmarks indicating availability for August 6, 7, 9, 16, and 21, and a red X indicating unavailability for August 12.

	Aug 6 MON	Aug 7 TUE	Aug 9 THU	Aug 12 SUN	Aug 16 THU	Aug 21 TUE
Tom	✓	✓	✓	✗	✓	✓

Doodle

- select all possible dates and times for your meeting
- check the time zone for your poll matches local time
- enter the name of your meeting and click “create doodle poll”
- click “continue” then review the poll settings and select your preferences
- complete your name and “finish” to get either a link to send or send emails directly from doodle

The screenshot shows the Doodle poll creation interface. At the top, there are tabs for 'Month', 'Week', and 'Text', with 'Month' selected. Below the tabs is a calendar for August 2018. The calendar shows days of the week (S, M, T, W, T, F, S) and dates. Several dates are highlighted with red circles: 20, 22, and 27. To the right of the calendar, there are three sections for selected dates: AUG 20, AUG 22, and AUG 27. Each section shows a time slot from 1:15 PM to 2:15 PM and a button to '+ Add more times'. At the bottom right, there is a green 'Continue' button and a back arrow button. The text 'Time zone of your poll is' is visible at the bottom.

Month Week Text

< August 2018 >

S M T W T F S

1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 31

AUG 20

1:15 PM – 2:15 PM ×

+ Add more times

AUG 22

1:15 PM – 2:15 PM ×

+ Add more times

AUG 27

1:15 PM – 2:15 PM ×

+ Add more times

Time zone of your poll is

< Continue

Mail Chimp

- Free version of Constant Contact
- Upload your club roster and easily send trackable emails to all members
- Fully integrated newsletters with hyperlinks, easy graphics

Log in

Need a Mailchimp account? [Create an account](#)

Username or Email

gfwcalnorth@gmail.com

Password

 Show

☐ Keep me logged in

Log in



Search Mailchimp

Home New

Quick actions 

 Add a subscriber

 Import contacts

 Connect an integration

Email performance 

Compared to last 7 days

7 days

30 days

60 days

Dashboard is user friendly.

- “Campaigns” are all of your emails that you have sent or will send.
- “Audience” is your contact list
- “Analytics” – see deliveries, opens and clicks by person



North GFWC
AL North
District

All campaigns

View analytics

Create

List

Calendar New

Type: All Status: All Folder: All Clear

Sort: Last edited

☐	Name	Status	Audience	Analytics		Actions
☐	North District News: February Updates Regular email Last edited Tue February 6, 2024 1:48 pm by North District	Sent Tue February 6, 2024 1:48 pm	GFWC AL North District 77 recipients	72.7% Opens	18.2% Clicks	View report
☐	North District News: Call to Spring 2024 ND Mtg with Bylaws Rev. Regular email Last edited Wed January 24, 2024 11:55 am by North District	Sent Wed January 24, 2024 11:55 am	GFWC AL North District 75 recipients	64.0% Opens	16.0% Clicks	View email Rename Replicate Social Share Delete
☐	North District News: Call to Spring 2024 ND Mtg Regular email Last edited Thu January 11, 2024 8:30 pm by North District	Sent Thu January 11, 2024 8:30 pm	GFWC AL North District 75 recipients	65.3% Opens	21.3% Clicks	

Mail Chimp

Mail Chimp

[View this email in your browser](#)



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**GENERAL FEDERATION
OF WOMEN'S CLUBS**

GFWC Alabama North District News

February 6, 2024

Hello again North District!

This email is sent to provide news from the recent GFWC Alabama Winter Board Meeting held last Saturday, February 3, at our beautiful Foster House state headquarters in Birmingham.

Alabama LEADS Workshop Rescheduled: April 6, 2024. See section below for more information and updated registration form.

129th Annual GFWC Alabama State Convention - April 18-20, 2024. See section below for hotel reservation information and more details!

Notice of proposed Bylaws amendments, per the requirements of the current North District Bylaws, "Article XIV - Amendments" below:

- These bylaws may be amended at any regular district meeting by a two thirds vote of delegates present and voting, provided notice of the proposed amendments has been made in writing to the Board of Directors prior to the meeting and a copy sent to each club thirty days before the date of the district meeting. All proposed amendments, or revisions, to the District Bylaws, shall be submitted to the AFWC Bylaws Committee for approval. These bylaws may be amended at any regular district meeting without previous notice by unanimous vote. This section does not apply to amendments to Articles I and II which shall require at all times previous notice as described above. *Note: These proposed revisions were emailed to the North District Board, including club presidents, on January 24, 2024.*
- [Current Bylaws may be reviewed by clicking here](#)
- [Proposed Amendments may be reviewed by clicking here](#) (or scrolling to the end of this email for a full reprinting)
- CLUB PRESIDENTS: Please distribute this information to your club members.

GFWC AL Arts Information



GFWC Alabama ARTS & CULTURE CSP

Mail Chimp

North District News: February Updates (copy 02)

Help me design my email

Changes saved

Preview

Send test

Save and exit

+

Add

Styles

Optimize

Content

Layouts

Hi

Heading

.....

Paragraph

.....

Button

.....

Divider

.....

Spacer

.....

Image

.....

Logo

.....

Creative Assistant

.....

Video

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Social

.....

Survey

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Code

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Apps

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Product

.....

Product Rec

.....

Upgrade

Start typing...

View this email in your browser



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GFWC Alabama North District News

February 6, 2024

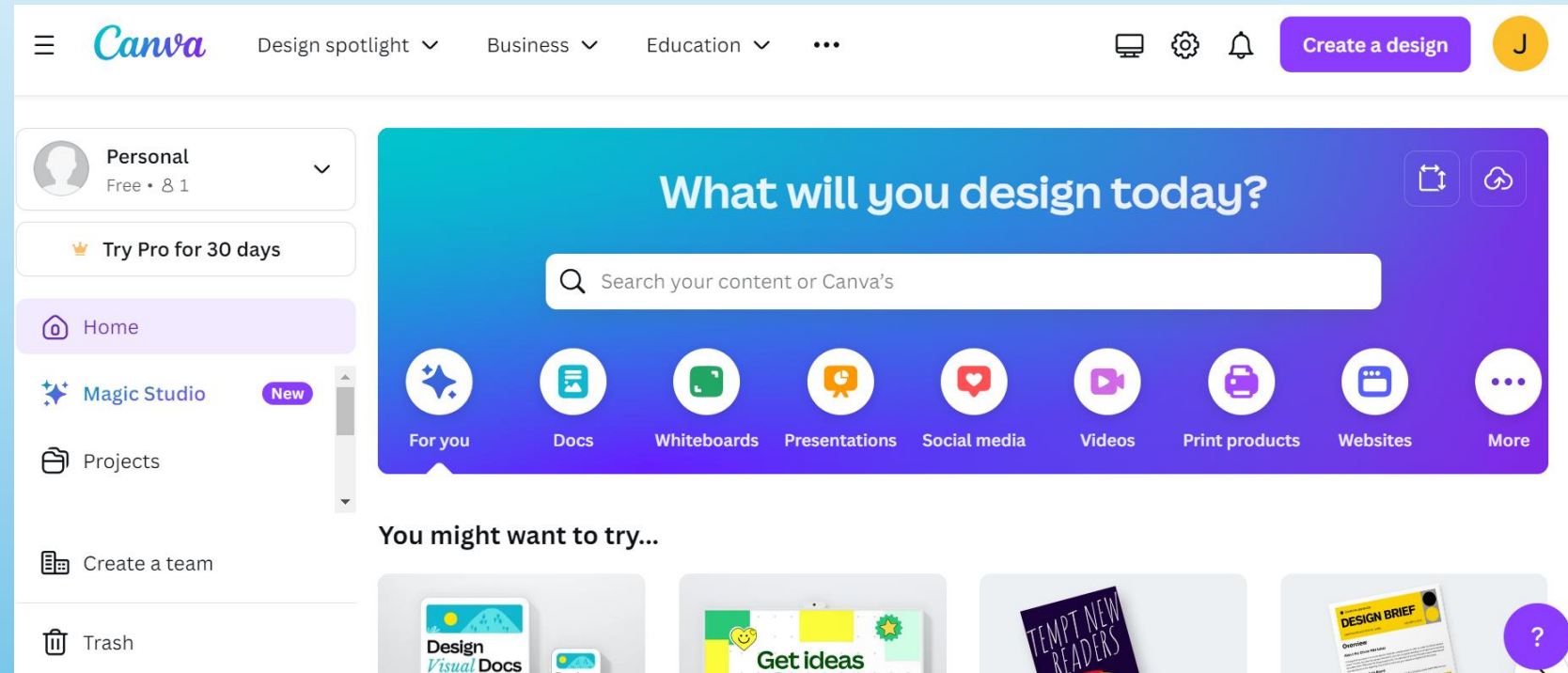
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Canva

- Free, online tool to create professional looking graphics
- Great for Instagram or other social media posts
- Can create flyers
- Table graphics today were created using Canva



Canva.com on your computer

OR

Try the easy to use “Canva” app on your phone

Photos

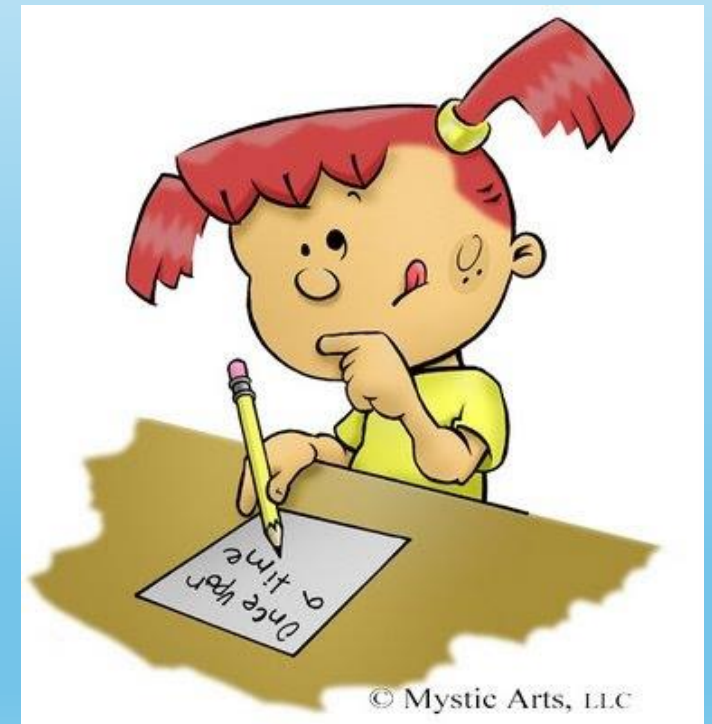
- Use photos as much as possible of club members in action
- Review the GFWC 2024-26 Club Manual for super photo tips and tricks
- Your phone is a great camera – USE IT!!



*People have FOMO –
Fear of Missing Out
Pictures really help encourage members to
participate and new people to join!*

CPR Committee Contact Info:

Name	Area of Responsibility
Karol Kapustka karolkapustka63@gmail.com afwc2728@gmail.com	Chair, Mailing List Admin, Publisher/Editor
Tracy Swayne tracylswayne@swaywin.com	Website Admin
Mary Beth Robinson Mary.beth.14@gmail.com	Facebook Admin



GFWC ALABAMA
Compassion in Action



President's Project 2024-26

Mental Health Matters

Agenda

- Introduction
- What is Mental Health?
- Why does **MENTAL HEALTH MATTER?**
- Causes of Mental Illness
- Seeking Help, Self-Care and Support
- Actions for Your Club
- Ending Stigma and Spreading Awareness





Introduction

Administration logo and its meaning

Take a minute

What is mental health?



- CDC definition: Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.
- ADMH Mission: Serve * Empower * Support
- ADMH Vision: Promoting the health and well-being of Alabamians with mental illness, developmental disabilities, and substance use disorders

Why does mental health matter?

Mental and physical health are equally important components of overall health. For example, depression increases the risk for many types of physical health problems, particularly long-lasting conditions like diabetes, heart disease, and stroke. Similarly, the presence of chronic conditions can increase the risk for mental illness.

A person's mental health can change over time. When demands placed on a person exceed their resources and coping abilities, their mental health could be impacted.

How common are mental illnesses?

- More than 1 in 5 US adults live with a mental illness
- Over 1 in 5 youth (ages 13-18) either currently, or at some point during their life, have had a seriously debilitating mental illness
- About 1 in 25 US adults lives with a serious mental illness, such as schizophrenia, bipolar disorder, or major depression.

There is no single cause for mental illness.

A number of factors can contribute to risk for mental illness, such as

- Adverse childhood experiences, such as trauma or history of abuse (e.g. child abuse, sexual assault, witnessing violence, etc.)
- Experiences related to other ongoing (chronic) medical conditions, such as traumatic brain injury, cancer, or diabetes
- Biological factors or chemical imbalances in the brain
- Use of alcohol or drugs
- Having feelings of loneliness or isolation



What causes mental illness?

Importance of seeking help

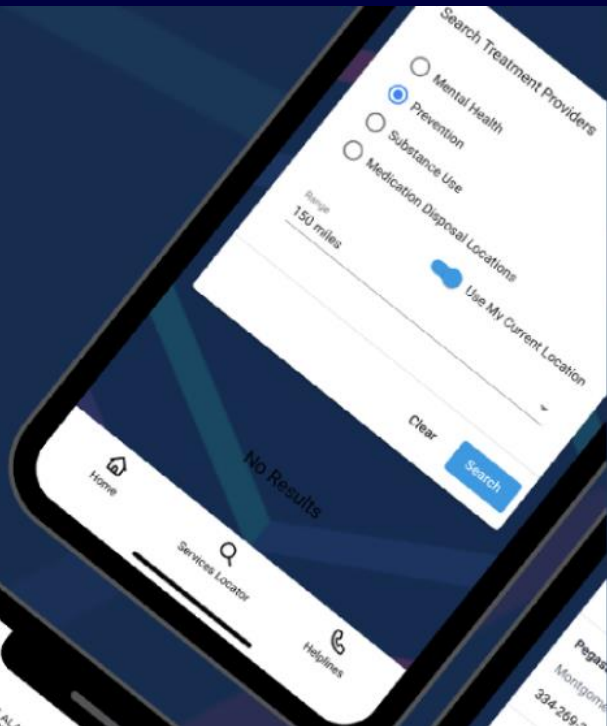
Download the
Connect Alabama
app today!



Available on the
App Store



GET IT ON
Google Play



CONNECT ALABAMA
BEHAVIORAL HEALTH SERVICES
& TREATMENT FINDER

HELP is in your hands.



Community Mental Health Center Catchment Areas for Mental Illness Services

Self-care and support

Community Mental Health Center
Catchment Areas

What can you do?

Spread awareness

- Share AFWC's "Mental Health Monday" posts
- Create your own social media messages using credible resources (always cite)

"Minute for Mental Health"

- Share facts, interactive activities (take a quiz)

Start a book club

- See table display for some ideas

Learn the acronyms and find multitudes of resources



Mental Health Quiz

[Print](#)

There are still many harmful attitudes and misunderstandings around mental illness, which may make people ignore their mental health, fuel stigma, and make it harder to reach out for help. Take the following quiz and see if you can separate the myths from the facts.

Mental Health Myths

1 of 10



Poor mental health increases the risk for long-lasting (chronic) physical conditions like

Heart disease.

Stroke.

Cancer.

All of the above.

[Next](#)

<https://www.cdc.gov/mentalhealth/quiz/index.htm>

Local impact

Review GFWC Health and Wellness CSP Guide

- Caregiver's Circle
- Make Fidget Quilts or wristbands for dementia and Alzheimer patients
- Host a Community Mental Wellness Fair or Yoga workshop
- Learn about and share information from the Choose Love Movement
- Join the Campaign to Change Direction, pledge to learn 5 signs



Ending the stigma

Call 988

Suicide and Crisis Lifeline

For anyone in a crisis of **mental health**, **substance use**, or **having thoughts of self-harm**: a trained crisis counselor is ready to speak with you. There's no shame in sharing how you feel. It's private and available 24/7.



1

Reach Out

Call, Text, or Chat
Dial or text 988 from
your phone or visit
988lifeline.org

2

Connect

Speak to a trained
crisis counselor

3

Get Help

You'll be connected
to local resources



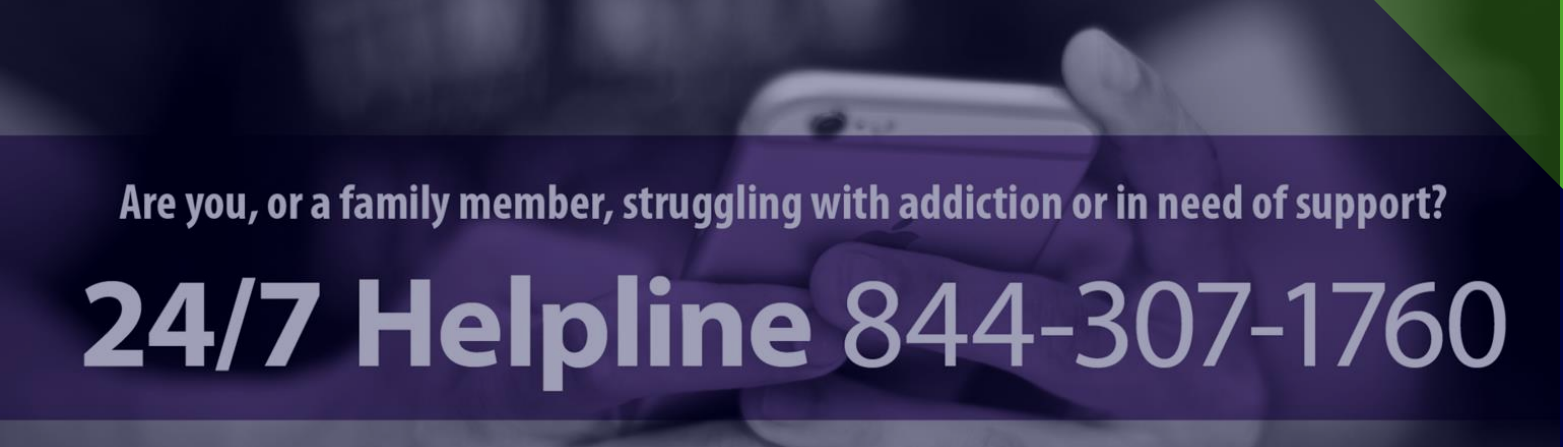
There's no
shame feeling
overwhelmed



Call 988

Spreading awareness





Are you, or a family member, struggling with addiction or in need of support?

24/7 Helpline 844-307-1760

Thank you

Christi Robinson

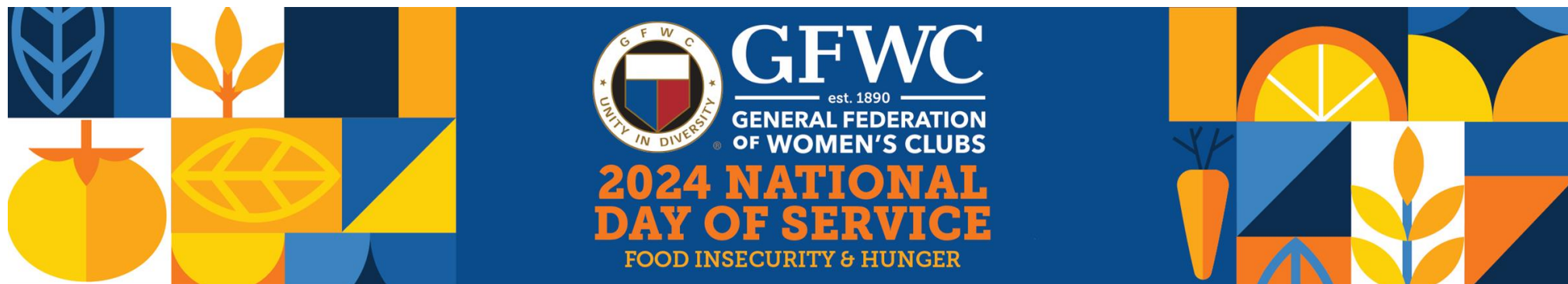
256.797.5320

jcg.robinson@gmail.com

www.gfwcalabama.com/PresidentsProject



July 2025
Relational Health
Symposium
Marriott Prattville



Saturday, September 28th

- 
- The GFWC National Day of Service (GFWC NDS) - a day in which **all of** GFWC comes together in service to highlight an area of need, take action to address the need, and raise public awareness about its importance.
 - State federations and clubs are encouraged to join in. Organize community service programs (CSPs) in your communities.
 - A great opportunity to invite guests to participate in your GFWC NDS activities and introduce them to the benefits of belonging to a GFWC club.
- 

This year's
GFWC NDS
issue of
focus is food
insecurity.



FOOD INSECURITY
EXISTS IN EVERY
COUNTY IN THE U.S.

49M PEOPLE*

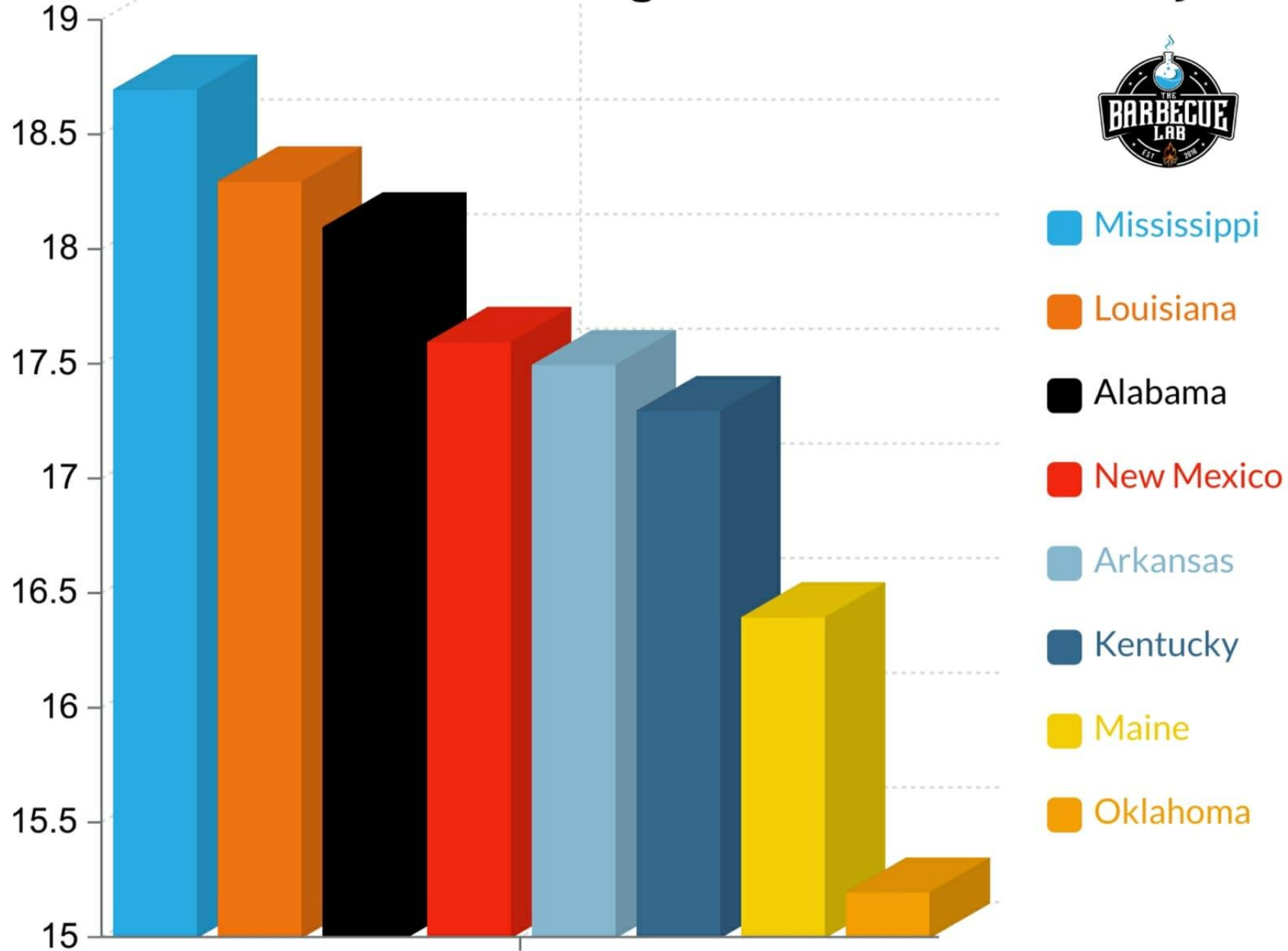
1 in 6 

16M CHILDREN

1 in 5 

FEEDING
AMERICA

Which States Have The Highest Rates of Food Insecurity?



Find information about food insecurity at the following links:

US Department of Agriculture - <https://www.fns.usda.gov/fact-sheet/usda-support-for-food-banks-emergency-food-system>

Office of Disease Prevention and Health Promotion -
<https://health.gov/healthypeople/priority-areas/social-determinants-health/literature-summaries/food-insecurity>

National Public Radio, Food Insecurity in the US By the Numbers - <https://www.npr.org/2020/09/27/912486921/food-insecurity-in-the-u-s-by-the-numbers>

GFWC Alabama is
registered to
participate in the
National Day of
Service.

Is your club or your
district registered?



Volunteer at a Local Food Bank

A top-down view of various Japanese food items arranged on a light-colored wooden table. The items include: a cardboard box of fried croquettes on green leafy vegetables; a box of fresh green edamame; a box of tempura (shrimp and vegetables) on green leafy vegetables; a clear plastic container of sushi rolls with a small side of pickled ginger; a bowl of dark soy sauce; a bowl of kimchi; a box of udon noodles with mushrooms and red chili peppers; a box of yellow rice, broccoli, and a curry-coated protein; a small wooden bowl; a dark wooden spoon; and a pair of wooden chopsticks resting on a light-colored ceramic plate.

Conduct Food Drives



Raise Awareness About Hunger

Reach out to your local media to introduce GFWC NDS and cause being addressed. Ask the reporter to mention GFWC NDS and how people can participate and donation. Use social media.





Advocate to End Food Insecurity



Use GFWC's
Legislative Action
Center to interact
with your federal and
state elected officials
to advance a bill or
introduce legislation
that helps end
hunger by funding
program specific to
the issue.



Partner with Others to
Magnify Impact

There is
something
everyone can
do to help.



Locate your local food bank and food services at the following links:

Second Harvest - food near me - Second Harvest (2-harvest.org)

Feeding America - Find Your Local Food Bank | Feeding America

Type “food banks (your state)” into your search engine

Find churches with food banks in your state -
https://save.lovetoknow.com/Churches_with_Food_Pantries

Why Districts are Important:

GFWC Alabama President-elect
Caroline Hollowell



Congratulations 2024-2026 District Directors

North District Director:
Cynthia Geis

Central District Director:
Peggy Wood

South District Director:
Lyn Stuart

Congratulations
2024-2026
Assistant District
Directors

North District Assistant Director:
Donna Mahieux

Central District Assistant Director:
Shondae Brown

South District Assistant Director:
Janice Harvison

The Role of the District



Communication Channel

The Role of the District



Support and Guidance



The Role of the District Coordination of Activities

The Role of the District



Representation



The Role of the District

Leadership Development

The Role of the District

Community Service Project Support





The Role of the District Conflict Resolution

Save the Date

Central District Meeting:
September 14

North District Meeting: October 26

South District Meeting: November 2

