



CALIFORNIA FEDERATION OF WOMEN'S CLUBS
CLUB AWARD ENTRY COVER SHEET
Annual Reporting January 1- December 31, 2023

Chairman: Susan Denley	Club: Rossmoor Woman's Club	
Number of Members (<i>per CFWC Yearbook</i>): 102	District: Orange	Area: C
Club Position: Public Relations Chairperson		
Reporter's Address [REDACTED]		
City [REDACTED]	State [REDACTED]	Zip [REDACTED]
Email [REDACTED]	Phone: [REDACTED]	
COMMUNICATIONS & PUBLIC RELATIONS PROJECTS		

Rossmoor/Los Alamitos and Seal Beach communities have a combined population of 46,860 and take up about 18 miles near the Pacific Ocean coast just inside the North Orange County border. The Rossmoor Woman's Club has been serving the Rossmoor, Seal Beach, Los Alamitos, Long Beach and surrounding areas since March 1958. The Club gives women of all ages a place to foster their talents and friendships while serving the community. We are a very active philanthropic organization contributing to the educational, social, business and cultural life of the community. Our President's message for this year is "No Task is too Small to Make an Impact".

The Rossmoor's Women's Club has a coordinated plan for both internal and external communication. Externally, we issue frequent news releases about club activities and events, post often on social media and have an engaging website. To publicize events, we also hang banners throughout the community, distribute fliers and work with local schools to post information on their electronic display boards. This year we joined the local Chamber of Commerce to boost our visibility and make important connections. Internally, we have a monthly club newsletter which is sent via email to most members and mailed in print to a handful of members who don't use email. We also make frequent use of group emails called e blasts to let members know the latest news. Through use of all this media, the Rossmoor Woman's Club is able to communicate with an expanding, increasingly tech savvy community.

Project Title: SOCIAL MEDIA Hours: 52 Donates \$: 0 In Kind \$: 0

We use Facebook, Nextdoor and occasionally Craig's List to publicize club activities and fundraisers. Of all the social media available today, Facebook affords the broadest platform. Although it reaches 210 million users in the United States, we can tailor our page to concentrate on readers in the local area. Most Facebook users are between the ages of 18 and 44 and look at the site daily. In the days leading up to our Holiday Home Tour fundraiser in December, our Facebook page garnered more than 800 page views. Throughout November, we published daily posts thanking our ticket book ad sponsors, in a way to give them recognition while publicizing the December event. On both Facebook and Nextdoor, we were able to answer people's questions about the fundraiser. We also used social media to publicize other events throughout the year and to show our members engaged in fun activities, which has helped us to recruit new members. We also post information about events planned by other local organizations that we support. In addition, we have several videos highlighting Rossmoor Woman's Club posted on You Tube.

Project Title: WEBSITE Hours: 40 Donated \$: 0 In Kind \$: 0

We redesigned our website several years ago and it remains a key tool in communicating to the public and recruiting new members. The site is designed with strong visual elements, including a dynamic slide show on the home page picturing our members engaged in fun or charitable activities. This is update periodically with recent photos. Th site is easy to navigate, with pages dedicated to explaining what we are about ,highlighting our sections and events, and thanking the community for its support. This is intended to show the community and prospective members the ways our organization makes a difference in people’s lives. We also have a news blog on the site where we report on various things we do, such as giving monthly scholarship awards to high school seniors. When we have fundraisers, we use the site to sell tickets via a link to Square. We include the website address in all news releases sent to local newspapers and news websites. Our Membership chair directs prospective members to the website to find a comprehensive source of information about the club.

Project Title: NEWS MEDIA Hours: 25 Donated \$: 0 In Kind \$: 0

The two weekly newspapers that serve our area, the Seal Beach Sun and the Los Alamitos Event News-Enterprise, regularly publish news articles or calendar listings about our club, based on news releases and photos we submit to them. News about our events was also published by the Los Angeles Times’ Orange County section, the Orange County Register and Costa Mesa Daily Pilot; online news sites the Patch, Long Beach Post, and Next Door Rossmoor; and in local magazines Our Rossmoor and Rossmoor Living. We make sure that all our new released include an explanation of who we are and what we do, explain that members do not need to live in Rossmoor, and direct people to our website for more information about the club. This year, we also worked with our local cable news channel to feature our annual Holiday Home Tour in a special program they produced on holiday events.

Project Title: NEWSLETTER Hours: 50 Donated \$: 0 In Kind \$: 0

The Rossmoor Woman’s Club Gazette is a monthly newsletter for members. It is distributed mostly via email, but with paper copies hand-delivered or mailed to a few who don’t have email and who pay a fee to offset the cost. Each month the Gazette reaches more than 100 people, including members in Orange district and California Federation of Women’s Club officials.

Project Title: E BLASTS Hours: 12 Donated \$: 0 In Kind \$: 0

We use e blasts to keep members up to date about club activities and to remind them of upcoming events. We also used e blast to poll members about issues including a change on board when two board members wanted to swap positions after an annual election.

Project Title: Redbook Hours: 53 Donated \$: 0 In Kind \$: 0

The Rossmoor Woman’s Club Redbook is our annual yearbook which contains the President’s message, member information, member pictures, section details, our bylaws, policies and procedures, a list of the club’s charities and the annual budget. All members receive the publication yearly early in October. In 2022, we innovated by issuing electronic copies as well as printed copies. This allows members to have instant access via their phones or tablets; they can also use the

search function to quickly locate information contained in the electronic book. Since the Redbook contains personal information including members' addresses and phone numbers, we chose not to post it on our website and instead e mailed the electronic version to members.