



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

Chairman: Kaycee Stack	Club: Yorba Linda Woman's Club	
Number of Members: 97	District: Orange	Area: C
Club Position: President		
Reporter's Address: [REDACTED]		
City: [REDACTED]	State: [REDACTED]	Zip: [REDACTED]
Email: [REDACTED]	Phone: [REDACTED]	
<b><u>COMMUNICATIONS</u></b>		
Name of GFWC Special Program, Community Service Program, Advancement Plan or ESO		

Yorba Linda has a small-town feel and is known as the Land of Gracious Living. In 1912, the Yorba Linda Woman's Club was founded by a group of motivated women, whose inspiration was boundless and was matched only by their faith in their ability to accomplish good things for their community. To this day, they follow their Mission Statement: *We are a diverse organization working to promote civic, philanthropic, cultural, and educational interests within our community through the spirit of volunteerism.*

**Project Title:** Social Media   **Hours:** 50   **Donated:** \$0   **In Kind:** \$0

With so many choices for communication through social media these days, Yorba Linda Woman's Club continues to feel confident about our use of Facebook for its easy accessibility, ease of updating, posting photos, and popularity with the public. We've found that most of our newest members reviewed our Facebook pages before deciding to join.

We have two separate pages for our club: one dedicated to our Spring and Fall Craft Fair fundraisers and one relating to our Club, including info and posts about charitable projects, social get-togethers, and photos - lots of photos! We also use social media to advertise and promote our Scholarship and Art Award applications and ceremonies. Using Facebook to create public invitations to our Membership Recruiting events has proven to be highly successful with prospective members not only attending, but also then joining our club! Members are encouraged to visit the Facebook pages often, "like" our posts and share them with their Facebook friends. This has shown to be a quick and effective way of communication for our members, prospective members, and the community. Articles and photos are submitted to the District e-newsletters and to CFWC and GFWC for publication in club member magazines.

**Project Title:** Club Website is a Hit!   **Hours:** 48   **Donated:** \$0   **In-kind:** \$0

We created our club website 11 years ago. Our Communications and Public Relations Chairman continues to frequently update our site with new information, photos, and a fresh new look. We have a place where we can truly tell our whole story. It is not only appealing, but also useful for members, prospective members, and the community.

Our website ([yorbalindawomansclub.org](http://yorbalindawomansclub.org)), offers easy, user-friendly online access and information about our mission statement, board members, current Calendar of Events, community service programs, and Craft Fairs. Our site includes a section on the history of the placement of signs for the Yorba Linda Bird Sanctuary.

Scholarship and Art Contest applications, the club's 100+ year history, online membership applications, photos of members *in action*; our monthly Newsletters, as well as a link to the CFWC Orange District's Newsletters can be found on the website. We also have a private page for our members only, which provides online access to helpful forms, Office Depot Discount Card, our yearbook, links to our bylaws and our up-to-date Member Roster/Contact

List.

We also encourage members to submit photos they've taken during a project or event, which gives our webmaster a broad selection to choose from, keeping the site fresh and engaging. Our members are happy to see their photos up on the site.

For current members, or for anyone interested in joining or finding out about our club, the website includes a membership interest and application form. The form also has a link to collect dues online through PayPal. Once the form is filled out, it goes directly to our Membership Chairman via email. She can quickly contact the prospective member to answer questions.

**Project Title:** Yorba Linda Lights Monthly Newsletter **Hours:** 348 **Donated:** \$0 **In-Kind:** \$0

The monthly *Yorba Linda Lights* is one of the main methods of communication used by our club, helping to keep members informed, engaged, and inspired. The Editor has included online publications on our website, direct links to our philanthropies, dedicated section for GFWC and CFWC update, more photos of our members in action and having fun, and more! It's been a great recruiting tool for our club. Our Arts and Culture Chair also includes a list of events for our members to attend as a group, with family, or individually.

Our President writes a monthly *President's Message* to encourage members to be diligent in their commitment to the club and its fundraising events, service projects and chairmanships. Club events are highlighted, and credit given to those members who excel in projects, programs, community volunteering and other club activities.

Our Dean submits a monthly article announcing various CLUB, GFWC and CFWC activities. Because her duties include overseeing all program and project chairmen, her articles highlight their projects and achievements and encourage members to get involved. All Project Chairmen and members are invited to submit articles describing new or ongoing projects, reminding us of relevant details or deadlines and asking members to volunteer for committees or join in activities related to the project. Most months, there is important information from our 2nd VP of Membership and 3<sup>rd</sup> VP of Ways and Means.

Our newsletter is produced monthly during the club year and is circulated via email with a direct link to our website *Newsletter* page. As a communication tool, the newsletter should be easy to read, straight-forward and accurate. It should not be cluttered with distracting items or unrelated news. The editor spends 1-2 weeks a month on final editing and composition.

**Project Title:** eBlasts to Members **Hours:** 100 **Donated:** \$0

With 100+ members participating in more than projects, fundraisers, meetings, and board meetings, it's often necessary to communicate quickly to relay new info or changes to a project or event. Our eBlast chairman, who is the point of contact, receives the draft eBlasts, then circulates them as quickly as possible. She keeps a current list of email addresses for all members. We designate Tuesdays and Fridays as weekly eBlast days. This helps keep communications manageable while still getting the information to members in a timely manner. We also modernized our eBlasts by including links to our website, Facebook pages and Google Forms for easy access to events, photos, etc. for our members. On average, the chairman sends 18-20 eblasts each month.

**Project Title:** Technology - The Future is Now! **Hours:** 100 **Donated:** \$0

A primary goal of our Communications and PR Chairman was to bring technology to our club and to our members. Besides the changes to our website and Newsletter, we made many more strides in technology. And we are continuing our efforts to be part of CFWC and GFWC publications. We have had articles posted in CFWC and GFWC newsletters. We are getting the word out about our marvelous club! We continue to use a QR code to make membership sign-up easier. All club documents, photos, and forms are centralized into one location on our Google Drive. This allows seamless access to important files, which is especially helpful when working on joint projects or transitioning a position from one member to another.

Our club continues the use of Google Forms as a quick and easy tool for members to sign up for projects, show interest in leadership positions, sign up and pay membership dues, and even sign up for the California Federation of Woman's Clubs Newsletter QuickBytes. We also have online payments with PayPal for our membership dues.

**Project Title:** Who are Those Ladies in Purple? **Hours:** 50 **Donated:** \$0

The Yorba Linda Woman's Club always keeps in mind the importance of our *brand*. We have a lovely, updated logo designed by a member that is on our signature purple shirts. The logo is on our lectern, our signs, on certificates, all our communications amongst ourselves, our district and community. In 2023, our club decided on one color of purple. One of our members offers a variety of styles for purchase by our members of our club shirts. This creates a unified and consistent look.

We have a purple t-shirt for our WOW, Women Out Walking, members. They walk twice a week along a special trail in our city. Other walkers stop them to find out, "What's with those shirts?" We have gained new members this way.

Our club continues to make its presence known at various events and activities in the community while wearing our purple shirts. Members participated in Pat Nixon Day at the Richard Nixon Library, members helped with food distribution through Giving Children Hope and in the National Day of Service.

**Project Title:** Holiday Cards **Hours:** 50 **Donated:** \$0

Communication is important to relay event information, project updates, and district information. It is also important to communicate to our members how much we treasure and appreciate them. In 2023, our Club Elves collected and sorted holiday/Christmas cards to distribute to our members. Hundreds of cards were hand-delivered. This put a smile on everyone's face and made the season even merrier.