**Tell Your Story**

GFWC Pennsylvania

Club Reporting 101 Workshop

January 2023

Judi Stankowich, Facilitator

Welcome and thank you for attending tonight. Hopefully, your questions will be answered and the pressure when you hear the word ‘reporting’ will be lifted. My name is Judi Stankowich, a Past GFWC Pennsylvania President, who now resides in North Carolina.

I ***LOVE*** reporting!! Always have. There is no greater pleasure than putting into words the amazing projects fellow clubwomen have completed during the calendar year. When you have the statistics computed – you will be stunned at what the totals are.

Don’t worry about taking notes. Just sit back and relax. I have a script prepared and some handouts that explain everything I will say. All you need to do is send Sara Ruppel an email and she will be sure you get a copy of the handouts, the script, and the PowerPoint. Her email is winnie442@gmail.com. If you have a question, feel free to write it in the comment section and we will try to answer as we go along. If not, there will be a Q and A section at the end.

All the report forms referred to and other related information are on the state website – [www.gfwcpennsylvania.org](http://www.gfwcpennsylvania.org), Advancement Areas, Reporting.

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Before we talk about how to report, let’s discuss why we report. One of the main reasons is to gain leverage. The number of hours and amount of money and inkind donations made by just one club is important but when you multiply that across the state and across the country, it is staggering. That is why organizations like Canine Companions and Operation Smile want to affiliate with us. We can show them how many projects, hours and donations were made for their benefit. Results are what drive the bus.

The narratives are your club history. Take your reports and be sure they are saved somewhere – not just in a box but with the minutes. Once you have completed the overall statistical form, take the hours, and multiply that number by the minimum wage. Add it to the inkind and monetary donations and that is the total value of your activities. If you didn’t donate to the Food Bank, there would be no food. If you didn’t donate the school supplies to the local middle school, they would have to be purchased. Tell the members – show them their worth.

Show handout

Use this data. Next time you have a raffle and need a donation from a store or local business, tell them about the projects you do – show them the impact your club is having on the community. Use these in your membership campaign. Show potentials members that what they are joining is not fluff – but is crucial to the community.

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OK – it’s January and you’re ready to do reports. Where do you get the information? Who even remembers all the things your club did? In the handouts is a form that my club has developed to help keep track of the information. It is a project report sheet which is completed at the end of each project. If you can get a chairman to do this, you can easily develop a narrative.

Show handout - explain

But not to worry. Relax – it’s all there in black and white. Get your club minutes and the monthly treasurer’s reports. Does your club have a newsletter? Grab a copy of those. Now make a list of everything. Here is where you start.

Take one at a time – write down what the project included. Explain who it benefitted and mention those outside your club who helped. You don’t want to be flowery with your wording – just state the facts.

For CSP project statistics, you need four things: number of members involved, hours, inkind donations and money donated. For Fundraising, it’s members involved, hours, and money raised. For the Advancement areas (CPR, Leadership, Legislation and Membership) it’s number of projects, hours and dollars spent.

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The project was sending cards to Operation Gratitude. We have several members who make their own greeting cards. We took all sorts of unused greeting cards, covered the fronts, and made them into thank you cards. An explanation sheet about GFWC and GFWC-HB was produced and placed on the inside.

This is the narrative that was used to report the project. Notice the figure at the bottom. We place these under each project reported. At the top of the Civic Engagement Overall report would be a compilation grid with the totals for all projects.

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Explain slide

Change Slide 6

Remember:

1. Your number of members cannot total more than the number of club members.
2. If you spend club money, you use the total number of members in your club. If you send out something to all the members, it is the total number of members.
3. When you give a report that last 5 minutes at a club meeting where 20 members are present that equals 100 minutes or 1 ½ hours. If you write an article for the newsletter that is distributed to all, it is the time to read x the number of members + the time to write it.
4. If you have a committee meeting, it is the number present x the length of the meeting + chairman’s prep time for hours.
5. For a bake sale or raffle, remember to add in the value of the items donated.

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You have made your list.

You have written the narratives for each project.

Now how do you decide where to report what?

One way is to determine what the goal was. For instance, in the project we have been using, sending cards to the military was the goal. That would be Civic Engagement.

Is that the only thing? No, it is also an art project. The choice of where to report something is up to you. The only rule is that you can’t report the same project twice in two different categories.

Grouping for Impact is another idea. Let’s say you have multiple projects that benefitted the military. You can report them individually or you can give them a title and report as one project.

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Here is the original project we just showed with a narrative. Notice it has a new title.

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Here is what we added to the project:

1. School supply collection for a school on the base of Camp Lejeune.
2. Donations to Fisher House - builds comfort homes where military & veteran families can stay free of charge, while a loved one is in the hospital.
3. Pink soldiers distribution.

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These are the new totals that would be shown for the project and the breakdown of how the figures were generated. Same four projects but counted as one entity, they have considerably more impact. Instead of four small projects with the same goal – to honor the military, you have one major project.

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One last item – GFWC Affiliates

These are organizations with which GFWC has an agreement to collaborate in the advancement of our mutual concerns through hands-on projects, advocacy, and fundraising efforts.

These are reported separately on the Affiliate Statistical Form.

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Do we do our projects just to get an award? No.

Is it fun to be recognized? Yes.

Remember, it isn’t always the project. It could be that there were a lot of entries in that area. Think about that when you are selecting where to put a project. Maybe pick an area that is not as popular.

Let’s say your club held a card party and the money was donated to an elementary school to purchase books for the library.

This could be reported under Fundraising or Education and Libraries or Advocates for Children. I might select the last one because GFWC Pennsylvania does not have a separate designation for Junior Clubs. Maybe general clubs won’t think of reporting to the GFWC Junior Program.

Another idea to consider. Suppose you have an ongoing project that you do every year. Let’s use the same project we just discussed. The first year of the administration, you choose to report it to Advocates for Children. The second year don’t select the same thing. Pick a different place to report – this way it goes to a different chairman who has not previously seen the project.

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That’s it in a nutshell. Does this mean you will have no more questions? Probably not, but now you have a better idea of how to get it done.

This is not an assignment for the club president. It should be a collaborative effort. My club is very structured and has a whole process outlined in our standing rules. Another idea for less structured clubs is to get a group of people – maybe officers and chairmen – invite them to a get-together at someone’s house – serve simple food and some wine and soda, especially wine. Paraphrasing a famous movie, if you feed them and give them wine, they will come.

Who knows – maybe your club is the next Convention Award winner.

Does anyone have any questions?