

Club Leadership Responsibilities 2024 – 2025 Officers and Committee Chairs

January 15, 2024

This guide provides detailed responsibilities of the Board of Directors and each of its club officers and program chairpersons. This is to be used as a supplemental resource when orienting new officers, program members, and club members.

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FORWARD

The General Federation of Women's Clubs (GFWC) is one of the largest women's organizations of its kind in the world. Through it, about 2,300 local clubs can combine opinions for effective action on a national scale, and by uniting their efforts on projects of general interest, can extend their achievements far beyond their own areas.

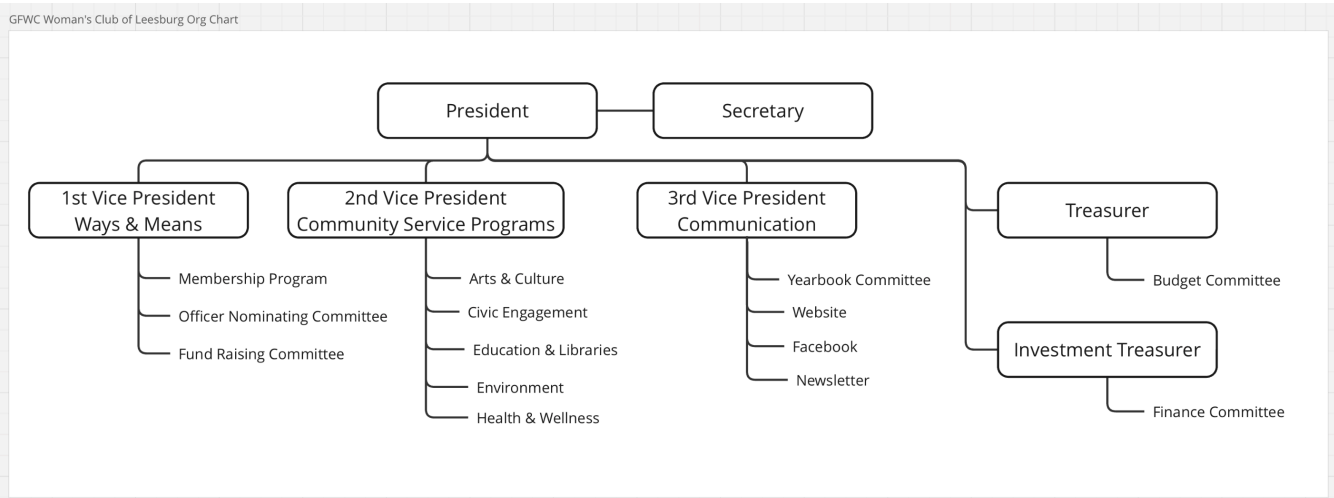
GFWC Florida, a member of the General Federation of Women's Clubs, is a statewide organization dedicated to improving communities through volunteer service and to providing opportunities that strengthen women's roles.

GFWC Woman's Club of Leesburg is a member of GFWC Florida.

Definitions

- **Executive Board:** Elected officers
- **Board of Directors:** Executive Board and Program Chairs
- **Program:** Organized around a topic or area (e.g. Membership or Environment) and may form committees with specific actions to meet objectives of the program. Programs have long-term aim and program chairs are voting members on the Board of Directors.
- **Standing Committee:** Organized around a function (e.g. Fundraising or Finance). Standing committees are appointed to consider and recommend actions and propose policies in the functional areas under their jurisdictions.
- **Special Committee:** Appointed to do a specific one-time job (e.g. Budget); it ceases to exist when its work is done.

Club Organizational Chart



BOARD OF DIRECTORS

The Board of Directors shall have the authority to act on behalf of the Club in a responsible manner. It is integral to the organization's success, providing the leadership, direction, and oversight needed to achieve its mission and goals. The Board ensures that the GFWC Woman's Club of Leesburg remains a vibrant and impactful organization dedicated to community.

Governance and Leadership

- Establishes and oversees the strategic direction and policies of the GFWC Woman's Club of Leesburg.
- Ensures that the organization operates in accordance with its mission and bylaws.
- Provides leadership and guidance to the general membership and committees.

Financial Oversight

- Approves budgets, monitors financial performance, and ensures fiscal responsibility.
- Oversees fundraising efforts and ensures the financial sustainability of the organization.

Program Development and Oversight

- Supports and monitors the development and implementation of programs and initiatives.
- Ensures that programs align with the GFWC Woman's Club of Leesburg goals and mission.

Member Engagement and Support

- Promotes member recruitment, retention, and engagement.
- Ensures that members are informed, supported, and involved in the organization's activities.

Advocacy and Public Relations

- Represents the GFWC Woman's Club of Leesburg in the community, with other organizations, and at public events.
- Advocates for the organization's causes and initiatives.

Succession Planning

- Identifies and mentors future leaders within the organization.
- Ensures a smooth transition of leadership at the end of terms.

Compliance and Legal Responsibilities

- Ensures that the organization complies with all legal and regulatory requirements.
- Maintains and enforces the organization's bylaws and policies.

Meeting Management

- Schedules and conducts regular meetings of the Board of Directors.
- Ensures that meetings are productive and that decisions are made efficiently.

Board Vacancies

Causes of Board Vacancies

- Resignation of a board member.
- Removal of a board member for cause.
- Death or incapacitation of a board member.
- A board member's inability to fulfill their duties due to personal or professional reasons.

Process for Filling a Board Vacancy

- Notification of Vacancy
 - The vacancy is formally announced to the Board of Directors and, if appropriate, to the general membership.
 - The announcement includes the reason for the vacancy and the position that needs to be filled.
- Interim Appointment by the Board
 - If the vacancy occurs suddenly and immediate action is needed, the Executive Committee may appoint an interim board member until a permanent replacement is found.
 - The interim appointee may serve until the special election is concluded.
- Special Election for Vacancies of Elected Officers
 - A special election of the general membership shall be held to fill the vacancy.
 - Candidates for the position are nominated, and the voting process follows the organization's established election procedures.
- Communication with Membership:
 - The membership is informed of the new appointment or election, ensuring transparency and maintaining trust within the organization.
 - The new board member is introduced to the membership, often during a general meeting or through official communications like newsletters or emails.

CLUB PRESIDENT

The club president is key in a GFWC club. The President holds a crucial leadership role, guiding the club in fulfilling its mission and ensuring its overall success. They set the club's tone and agenda, and the club's success relies on the competence of their leadership. Responsibilities:

Leadership and Governance

Vision and Strategy: Setting the vision and strategic direction for the club. The president collaborates with the Executive Board members to establish goals and priorities that align with the club's mission. Ensure that job descriptions exist for all officer positions and that they are shared with appropriate officers.

Meeting Management: Presiding over all general membership and Board of Director meetings. This includes preparing agendas with the Club Secretary, facilitating discussions, and ensuring that meetings are productive and adhere to parliamentary procedures.

Decision Making: Making key decisions in collaboration with the executive board and ensuring that the club's activities align with its objectives and bylaws.

Policy Implementation: Ensuring that club policies and procedures are implemented effectively and consistently. The president is also responsible for reviewing and updating policies as needed.

Representation and Advocacy

Public Relations: Serving as the primary spokesperson for the club. This involves representing the club at public events, community functions, and GFWC meetings at district, state, and national levels.

Advocacy: Advocating for the club's initiatives and causes. This includes building relationships with community leaders, other organizations, and potential partners to further the club's impact.

Member Engagement and Support

Membership Growth: Promoting membership growth by encouraging recruitment and retention efforts. The president supports the membership program and helps create a welcoming and inclusive environment for all members.

Member Recognition: Recognizing and celebrating the contributions and achievements of club members. This can involve presenting awards, certificates, and public acknowledgments.

Conflict Resolution: Addressing and resolving conflicts within the club. The president acts as a mediator and ensures that issues are handled fairly and constructively.

Program and Project Oversight

Program Development: Overseeing the planning and implementation of club programs and projects. The president ensures that these activities align with the club's mission and goals and meet the needs of the community.

Program and Committee Coordination: Working closely with program and committee chairs to ensure that all function effectively. This includes providing guidance, support, and resources as needed.

Program and Committee Chairs: Work with the 2nd Vice President to identify and appoint chairpersons for Programs and Program Committees.

Administrative Duties

Documentation and Reporting: Ensuring that accurate records are maintained, including meeting minutes, financial reports, and membership records. The president oversees the preparation and submission of required reports to the GFWC at various levels.

Budget Management: Collaborating with the treasurer and finance committee to develop and manage the club's budget. This includes monitoring expenditures and ensuring financial accountability.

Bylaws: Knowing the Club Bylaws and reviewing GFWC Florida and GFWC bylaws annually to ensure continued alignment by Women's Club of Leesburg. Promote that club members review and are guided by the roles voted on by the club bylaws. Appoint a committee to review the bylaws annually. If they are inadequate or antiquated, take the steps outlined in the article on amendments to make changes.

Reporting: Make a written report of the activities of the Club during their leadership, at the April meeting of the club, as a permanent record for the Club. File all reports to the state and federal authorities at the designated times.

Succession Planning

Mentorship: Mentoring the vice presidents and other potential leaders within the club. This helps to ensure a smooth transition of leadership and the ongoing success of the organization.

Transition Planning: Preparing for the transition of leadership at the end of their term. The president works with incoming leaders to provide a comprehensive handover and ensure continuity.

The GFWC President plays a vital role in leading the club, fostering a sense of community, and driving positive change through volunteer service and community improvement initiatives.

CLUB SECRETARY

The role of the Club Secretary is pivotal for ensuring the smooth operation and organization of the club's activities. Responsibilities:

Documentation and Record-Keeping

Meeting Minutes: Filing the minutes of all club meetings, including general membership, board, program, and committee meetings. These minutes should accurately reflect the discussions, decisions, and actions taken during the meetings.

Official Records: Maintaining and safeguarding all official records of the club. This includes minutes, bylaws, policies, membership lists, and other important documents.

Administrative Support

Agenda Preparation: Assisting the president in preparing agendas for meetings. This may involve gathering reports from committees and officers and ensuring that all necessary topics are included.

Meeting Notifications: Ensuring that all members are notified of upcoming meetings in a timely manner. This includes distributing agendas, previous meeting minutes, and any relevant documents prior to meetings.

Membership Records: Working with the Membership Chair to keep an up-to-date record of all club members, including contact information and membership status.

Club Calendar: Keep one master club calendar that includes:

- Dates of all club, board of directors and committee meetings
- Dates of all district, state and international meetings
- Dates of all community meetings that the president may need to attend
- Date on which the club's bylaws require certain actions to take place (i.e., the election or appointment of officer, financial deadlines, etc.)
- Dates when dues and contributions are due to GFWC Florida headquarters.
- Dates of all club fundraisers and community service events.

Communication

Internal Communication: Working with the 3rd Vice President to facilitate communication within the club. This includes distributing meeting minutes, announcements, and other important information to all members.

External Communication: Working with the 3rd Vice President to facilitate external communication with other organizations, community groups, and the GFWC at district, state, and national levels. This may include submitting reports and updates on club activities.

Compliance and Reporting

Bylaws and Policies: Ensuring that the club operates in accordance with its bylaws and policies. This may involve maintaining a copy of the current bylaws and making them available to members as needed.

Annual Reports: Supporting the compilation and submission, as needed, of required reports to the GFWC at district, state, and national levels. These reports typically summarize the club's activities, achievements, and community service projects.

Annual Survey

Work with the Membership Chair to define and distribute the annual survey and collect, collate, and report on results.

A GFWC Club Secretary plays a vital role in maintaining the club's organizational structure, ensuring effective communication, and supporting the club's leadership and members. This position requires attention to detail, strong organizational skills, and the ability to manage multiple tasks efficiently.

CLUB 1st VICE PRESIDENT

The 1st Vice President in a General Federation of Women's Clubs (GFWC) chapter holds a key leadership role, acting as a vital support to the president and playing a significant part in the club's overall operations and strategic direction. Responsibilities:

Assisting the President: Providing strong support to the president by assisting with their duties, stepping in as needed, and ensuring the smooth functioning of the club. This includes helping with meeting preparations, agendas, and other presidential responsibilities.

Presidential Substitute: Acting as the president in their absence. This means leading meetings, representing the club at events, and making decisions to ensure continuity in leadership and club activities.

Committee Liaison: Often serving as a liaison between the president and various committees within the club. This involves coordinating with committee chairs, ensuring committees are functioning effectively, and reporting their progress to the president.

Membership Development: Playing an active role in membership recruitment and retention. This includes oversight of the Membership Program, which is tasked with welcoming new members, facilitating membership drives, and creating initiatives to keep current members engaged and active in the club.

Strategic Planning: Contributing to the strategic planning efforts of the club. This includes helping to set long-term goals, developing plans to achieve them, and working with the leadership team to ensure the club's growth and sustainability.

Leadership Development: Preparing for future leadership roles within the club, particularly the role of president. The 1st Vice President is often seen as the president-in-waiting and is expected to be ready to assume the presidency when their term begins.

Training and Mentorship: Providing training and mentorship to other club members and leaders. This helps build a strong leadership pipeline and ensures that members are well-prepared to take on various roles within the club.

Reporting and Communication: Keeping accurate records of activities and reporting to the president and club members. Effective communication ensures that all members are informed about club activities and decisions.

Event Planning and Coordination: Playing a significant role in planning and coordinating fundraising and membership club events, ensuring they run smoothly and meet the club's standards. This includes logistics, communication, and follow-up activities.

Public Relations: Representing the club at various functions, meetings, and events. This helps to enhance the club's visibility and fosters relationships with other organizations and the community.

The 1st Vice President in a GFWC club is a crucial leader, supporting the president, overseeing significant aspects of the club's operations, and ensuring that the club's mission and goals are met effectively.

Membership Program

The GFWC Membership Program is designed to support and grow the membership of the General Federation of Women's Clubs by engaging current members, recruiting new members, and retaining existing ones. The program includes various initiatives, activities, and resources aimed at strengthening the club's membership base. Here are key components and strategies of the GFWC Membership Program:

Chair Responsibilities:

Recruitment

Membership Drives: Organizing membership drives and open house events to attract new members. These events provide opportunities for potential members to learn about the club's mission, activities, and benefits.

Outreach and Marketing: Utilizing various marketing strategies, such as social media, local media, and community events, to raise awareness about the club and attract new members.

Referral Programs: Encouraging current members to invite friends, family, and colleagues to join the club. Referral incentives can be offered to motivate members to participate.

Engagement

Welcome Kits: Providing new members with welcome kits that include information about the club, its history, upcoming events, and ways to get involved.

Mentorship Programs: Pairing new members with experienced members who can provide guidance, support, and help them integrate into the club.

Orientation Sessions: Conducting orientation sessions for new members to familiarize them with the club's structure, activities, and opportunities for involvement.

Retention

Member Recognition: Recognizing and celebrating the contributions and achievements of members through awards, certificates, and public acknowledgments.

Regular Communication: Keeping members informed and engaged through newsletters, emails, and social media updates about club activities, events, and opportunities.

Engaging Programs and Activities: Offering a variety of programs, projects, and social activities that align with members' interests and passions to keep them actively involved.

Development

Leadership Opportunities: Providing members with opportunities to take on leadership roles within the club, such as chairing committees or leading projects.

Training and Workshops: Offering training sessions and workshops to help members develop skills, such as public speaking, event planning, and leadership.

Networking Events: Organizing networking events and opportunities for members to connect with each other and with members of other clubs.

Evaluation and Feedback

Surveys and Feedback: Regularly soliciting feedback from members through surveys and meetings to understand their needs and improve the membership experience.

Membership Data Analysis: Analyzing membership data to identify trends, challenges, and opportunities for growth and improvement.

By implementing these strategies and utilizing available resources, GFWC clubs can effectively grow and strengthen their membership, ensuring the vitality and sustainability of the organization.

CLUB 2nd VICE PRESIDENT

The role of the 2nd Vice President in a General Federation of Women's Clubs (GFWC) chapter is important for supporting the club's leadership and contributing to the club's operations and goals. The 2nd Vice President has overall strategic and operational responsibility for all program areas with a focus on community impact. Responsibilities:

Administrative

Supporting the President and 1st Vice President: Assisting the president and 1st vice president in their duties and stepping in to help with their responsibilities as needed. This ensures continuity of leadership and smooth operation of the club.

Program Chairpersons: Consult with members to get recommendations for appointments. Ensure chairpersons know what is expected of them and provide guidelines to each chairperson so they know how to track information for GFWC Florida reports, that they are done annually and the due dates of those reports.

Program Development: Assisting in the development and implementation of club programs and initiatives. This could involve planning events, organizing activities, and ensuring that programs align with the club's goals and mission.

Meeting Leadership: Leading meetings or sections of meetings as delegated by the president. Coordinate scheduling relevant community speakers for the general meetings.

Event Planning and Coordination: Assisting in planning and coordinating community program club events, ensuring they run smoothly and meet the club's standards. This includes helping with logistics, communication, and follow-up activities.

Training and Development: Providing training and development opportunities for club members, particularly in areas related to the Programs or committees they oversee. This helps build the skills and knowledge of the membership.

Reporting and Communication: Keeping accurate records of activities within their areas of responsibility and reporting on them to the president and the club. Effective communication is key to ensuring that all members are informed and involved.

Strategic Planning: Contributing to the club's strategic planning efforts, helping to set goals and develop plans to achieve them. This includes working with the club's leadership team to ensure long-term success and sustainability.

Leadership Development: Preparing to assume higher leadership roles in the future. The 2nd vice president role is often seen as a steppingstone to higher offices within the club, such as the 1st vice president or president.

The 2nd Vice President in a GFWC club plays a crucial role in supporting the club's leadership, ensuring the smooth operation of its programs, and contributing to the overall success of the organization.

Community Service Programs

The role of the Community Service Programs is to focus on the volunteer activities of the GFWC Woman's Club of Leesburg organization. Programs may also work with the Fundraising Committee to help increase their impact.

Community Service Program chairpersons are appointed for a one-year term by the President and 2nd Vice President. Each chairperson reports into the 2nd Vice President and is responsible for keeping them informed of plans, risks, challenges, and wins.

Each Community Service Program will be given funds from the budget to carry out their programs. It is the responsibility of each chairperson to manage those funds in a way that is most beneficial to the Leesburg community. Chairpersons shall obtain Board approval in advance for all committees and projects.

Any chairperson holding special events or fundraisers for their Community Service Program shall attend at least two (2) Board Meetings prior to the event to report on proceedings. Chairpersons unable to attend the Board Meeting shall have someone fill in to give the report.

Each chairperson is responsible for:

- Overseeing the planning, development, and evaluation of their programs.
- Monitoring program outcomes and impact.
- Ensuring alignment of programs with the organization's mission and strategic goals.
- Identifying opportunities for program expansion or improvement.
- Writing their Community Service Program annual report to GFWC Florida.
- Regularly attending and actively participating in Board of Director meetings.
- Reviewing and approving budgets, financial statements, and audit reports, ensuring fiscal responsibility and transparency, especially as it applies to their programs.
- Contributing to fundraising efforts, including identifying potential donors, making personal financial contributions, and leveraging personal networks.
- Participating in membership recruitment, orientation, and ongoing training and development activities to ensure a diverse, skilled, and engaged membership.
- Acting as ambassadors for the organization, representing its interests to the community and stakeholders.
- Supporting the organization's mission, vision and values, and advocating for its interests.

Arts & Culture

The GFWC Arts and Culture Community Service Program promotes and supports art and cultural programs in communities nationwide, and works to expand understanding on every level, from local and regional to national and international. The goal is to create projects that include crafts, dance, drama, food, music, and other manifestations of art and culture that develop skills, awareness, and appreciation. It is designed to inspire and ignite a desire to make the world a more beautiful, thoughtful, and caring place.

Chairperson Activities:

- Establish a working relationship with local government, Chamber of Commerce, local veterans and nursing homes, and local schools to plan beneficial programs and activities.
- Engage members to provide their ideas, talent, and time.
- Sponsor projects, volunteer opportunities, events, and fundraising to support your program.

Examples:

- Sponsor an Artist in Residence program for local seniors to attend. Donate the supplies needed and provide transportation to and from the classes.
- Set up a member craft table to sell art at a hometown Farmer's Market or craft fair. At your booth, make sure to include plenty of information on how to join a local GFWC club.
- Support your local community theatre by ushering, assisting at intermission, or holding a fundraiser at a performance and donating the proceeds back to the theatre.
- Paint rocks with inspirational words and place them all over the city in places where they can be found. A good word for a stranger goes a long way.
- Host an art supply drive within your club. Contact local schools, daycare centers, and/or community centers to see what is needed.
- Create cards for holidays and deliver to Meals-on-wheels to deliver to shut-in clients.
- Volunteer to assist local high school drama department by sewing, repairing, and remaking costumes for students to use in their season's productions.
- Sponsor an author visit to your local library.
- Hold a holiday centerpiece/wreath-making workshop at a local florist as a club program.

Civic Engagement and Outreach

The GFWC Civic Engagement and Outreach Community Service Program reminds us that each of us is part of a larger society and is responsible for undertaking actions that will create a better quality of life and foster a sense of community—locally, regionally, nationally, and globally. This CSP features programming focused on citizenship; crime prevention, safety, and disaster preparedness; those in need, food insecurity, and unhoused; and our military personnel and veterans. Collectively GFWC addresses issues of public concern.

Chairperson Activities:

- Establish a working relationship with local fire, police, and rescue to plan beneficial programs, and activities.
- Engage members to provide their ideas, talent, and time.
- Sponsor projects, volunteer opportunities, events, and fundraising to support your program.

Examples:

- Citizenship
 - Educate club members and local communities on the rights and responsibilities of citizenship
 - Use resources, including GFWC Resolutions, to increase patriotism, pride in heritage, and active community involvement
 - Encourage active involvement in issues that affect the world around us
- Veterans Affairs
 - Educate club members and local communities on needs of military families
Advocate for legislation that supports active and veteran military personnel and their families
 - Support military personnel and veterans returning to community living
- Emergency Preparedness
 - Educate club members and local communities on disaster readiness, recovery, and relief
 - Work with law enforcement agencies and first responders to increase public awareness
 - Develop community programs and coalitions to address disaster recovery and relief
- Safety
 - Educate club members and local communities on home, road, and Internet safety
 - Provide programs, tools, and training
 - Create safer homes and communities through awareness

Education & Libraries

Since its inception, GFWC has advocated passionately for the advancement of women and children through education. Education is the one thing that has the potential to level the playing field for all Americans. Every community in every state and region of the country is impacted.

GFWC promotes education for both children and adults. Projects in the Education and Libraries Community Service Program are designed to foster schools and other educational institutions and opportunities, and promote libraries, literacy, and reading good books. Through these efforts, we encourage the growth of individuals and communities at home and around the world.

Chairperson Activities:

- Establish a working relationship with librarians at local libraries, local veterans, nursing homes, and schools to plan beneficial programs, and activities.
- Engage members to provide their ideas, talent, and time.
- Sponsor projects, volunteer opportunities, events, and fundraising to support your program.

Examples:

- Bring cohesion to the Education and Libraries by helping people learn and grow by offering training classes for all ages, e.g.:
 - Reading
 - Computer skills
 - Lunch and workshops: General Education Development (GED), English as a second language (ESL), Literacy, Current topics for seniors
- Collaborate activities with schools to enhance enthusiasm for students to use the library for reading and resources, e.g.:
 - Create programs for teens with an emphasis on issues they face daily using library resources.
 - Is there a need for a book delivery service for shut-ins or books on tape for the visually impaired?
- Setup volunteer opportunities at local library(s) and school(s).
- Collect and donate books to public libraries including books on science, technology, engineering and mathematics (STEM) and STEM careers.
- Honor your librarians on National Librarian Day in April.
- Partner with daycares and summer camps on reading activities for children.
- Establish reading programs at veteran and senior facilities.

Environment

GFWC recognizes the importance of preserving our world environment for the generations to come. In fact, it is a program area near and dear to the GFWC ethos in that when President Franklin D. Roosevelt signed the Executive Order creating the unified National Park System in June 1933, GFWC members played an integral role on the frontlines in their communities advocating for the protection and preservation of lands for public use and recreation.

Chairperson Activities:

- Establish a working relationship with local environmental, sanitation, and parks and recreation organizations to plan beneficial programs, and activities.
- Engage members to provide their ideas, talent, and time.
- Sponsor projects, volunteer opportunities, events, and fundraising to support your program.

Examples:

- Join the Arbor Day Foundation and receive ten free trees for members to plant or donate ten trees to be planted in a threatened rainforest or one of our National Forests.
- Learn about wetland conservation and how wetlands are a deterrent to both flooding and drought, and how they filter and purify water that enters streams, rivers, and larger bodies of water. Educate club members and community members on what was learned.
- Educate club and community members about the importance of pollinators and how to create healthy habitats where they can thrive.
- Establish a butterfly garden in the community and offer on-site programs that identify butterflies and provide information about the lifecycle of these beautiful and useful insects.
- Provide a program for club and community members that highlights the best native plants for food and cover. Organize a planting of native flowers, shrubs, and trees on public and private lands that will nourish and sustain wildlife.
- Gather needed items and donate to local wildlife shelters that rehabilitate and care for injured animals. Share information with club and community members on what to do if they find an injured or sick wild animal and which agency or organization to call for help.

Health & Wellness

Health & Wellness is designed to address the issues that affect the well-being of individuals, families, and communities by providing opportunities and resources to meet and address needs through volunteering. This program develops and implements projects that involve:

- Living a healthy lifestyle
- Increasing awareness, prevention, research, and treatment of disease
- Personal development
- Addressing the troubles of hunger, insufficient housing, and homelessness
- Prevention or correction financial difficulties

Chairperson Activities:

- Establish a working relationship with local government, volunteer organizations, local veterans and nursing homes, and local schools to plan beneficial programs and activities.
- Engage members to provide their ideas, talent, and time.
- Sponsor projects, volunteer opportunities, events, and fundraising to support your program.

Examples:

- Set up volunteer days to feed the homeless, fill food pantries, or sort and package donated food.
- Provide nutritious snacks for kids and the elderly.
- Foster a program to cheer the elderly:
 - Bring flowers when they're sick
 - Do art project with them
 - Read to those who's eyesight might not be good enough to read any longer
 - Teach and play games with them.
- Work with local groups to identify and communicate opportunities to help young adults that age out of foster care, help bring meals to elderly, help at facilities that provide clothes to needy, help disabled veterans.

CLUB 3rd VICE PRESIDENT

Effective communication is essential for the success of any General Federation of Women's Clubs (GFWC) chapter. It ensures that members are informed, engaged, and motivated, and that the club's activities are coordinated and aligned with its goals.

The role of the 3rd Vice President in a General Federation of Women's Clubs (GFWC) is important for supporting the club's leadership and contributing to the club's operations and goals. The 3rd Vice President has overall strategic and operational responsibility for communication. Responsibilities:

Internal Communication

Newsletters:

Regularly publish a club newsletter that includes updates on projects, upcoming events, member achievements, and other important information.

Utilize both digital and print formats to reach all members.

Email Updates:

Send regular email updates to members about important news, deadlines, and event details.

Ensure emails are concise, clear, and provide necessary information with actionable steps.

Member Directory/Yearbook:

Maintain an up-to-date member directory with contact information.

Distribute the directory to members to facilitate easy communication among the membership.

External Communication

Public Relations:

Engage with local media to promote club events and activities.

Issue press releases for significant events, achievements, or initiatives.

Social Media:

Maintain active social media profiles (e.g., Facebook, Instagram, Twitter) to share news, events, and achievements.

Use social media to engage with the community, attract potential members, and increase the club's visibility.

Website:

Maintain an updated club website with information about the club's mission, activities, events, and how to join. Include contact information and forms for inquiries from potential members or community partners.

Community Engagement:

Participate in local community events and collaborate with other organizations to promote the club's presence and mission. Use flyers, posters, and community bulletin boards to advertise events and activities.

Communication Tools and Platforms**Virtual Meeting Platforms:**

Use platforms like Zoom, Microsoft Teams, or Google Meet for virtual meetings, especially important for accommodating members who cannot attend in person.

Group Messaging Apps:

Use apps like WhatsApp, GroupMe, or Slack for quick, informal communication among members and committees.

Best Practices for Effective Communication**Clarity and Consistency:**

Ensure all communications are clear, concise, and consistent in tone and message. Use a consistent branding style, including logos and color schemes, in all communications.

Timeliness:

Provide information in a timely manner to allow members sufficient time to respond or prepare. Regularly update members on the status of ongoing projects and upcoming events.

Feedback and Engagement:

Encourage feedback from members to improve communication strategies and address any concerns. Foster an inclusive environment where all members feel their voices are heard and valued.

Inclusivity:

Ensure all communications are accessible to all members, including those who may have disabilities or where English may not be their first language.

Effective communication within a GFWC club ensures that members stay informed and engaged, and that the club can effectively promote its activities and mission to the broader community.

CLUB TREASURER

The Club Treasurer oversees the general financial management of the GFWC Women's Club of Leesburg and chairs the annual Budget Special Committee.

They plan and keep track of budgets within the organization, collect, deposit, and keep track of funds, write checks, and prepare financial reports monthly to fellow board members.

The Treasurer is a financial watchdog, ensuring the protection of the committee's funds. The Treasurer is also responsible for reconciling bank statements, managing cash flow, and working with the Investment Treasurer to invest funds in accordance with the law. They may also help with fund-raising efforts to better the committee's financial state.

Treasurer Activities:

- Receive all monies belonging to the Club including payment of dues.
- Pay all bills ordered by the Board of Directors and signed by the President.
- Keep an itemized account of all receipts and disbursements and present a written report at all business meetings.
- Pay the dues of the Club to the GFWC Florida Federation of Women's Clubs within the time required by that organization.
- Sign all checks drawn on monies in the depositories by the Board of Directors. Any checks \$100 and over require the signatures of both the Treasurer and the President.
- Have the books, together with the in-house audit ready to submit for review by the May 30.
- Develop annual budget with the Investment Treasurer.
- Ensure procedures are defined and documented for any treasurer activities.
- Make reservations and send fees for District and GFWC-FL meetings as budgeted.

CLUB INVESTMENT TREASURER

The Investment Treasurer plays a crucial role in safeguarding the financial health of the Woman's Club of Leesburg through strategic investment management and effective risk control. They play a critical role in managing the company's investment portfolio and ensuring the effective allocation of financial resources.

The Investment Treasurer manages the Club's investment funds in an accredited financial organization and chairs the Finance Standing Committee. They recommend relevant cash reserve positions from the investment fund and reports the status of the funds monthly to the Board of Directors for their approval.

Investment Treasurer Activities:

- Developing annual budget with Club Treasurer and approve within the Finance Committee.
- Set long range financial goals along with funding strategies to achieve them.
- Present all financial goals and proposals to the Board of Directors for approval.
- Ensure procedures are defined and documented for any investment treasurer activities.

Managed by the Club's Bank with oversight by the Investment Treasurer:

- Creating and implementing investment strategies that align with the Club's financial goals and risk tolerance.
- Overseeing and managing the Club's investment portfolio, which may include a variety of asset classes such as equities, bonds, real estate, and alternative investments.
- Identifying, assessing, and mitigating risks associated with the investment portfolio.
- Ensuring the Club maintains adequate liquidity to meet its financial obligations while optimizing the return on idle funds.
- Regularly analyzing the performance of investments and adjusting the portfolio as necessary to achieve desired financial outcomes.
- Ensuring that all investment activities comply with relevant laws, regulations, and internal policies.
- Preparing regular reports on investment performance, risk exposure, and market conditions for Club members.
- Projecting future cash flows to ensure that the company can meet its short-term and long-term financial commitments.