

REPORTING WORKSHOP GFWC VIRGINIA SUMMER CONFERENCE AUGUST 8, 2015

INTRODUCTION

Last year at this time I presented a slide show emphasizing the importance and value of reporting your activities to GFWC and GFWC Virginia. This year I am going to focus on the mechanics of reporting, in an effort to change the perception on the part of some that reporting is an arduous, odious task.

Your handouts include a reference sheet that tells you how to find all the information you need for doing reports. Don't forget that there are two kinds of reports. One is the Statistical Report Form - Annual Club record, which every club is strongly urged to submit. This report is good for summarizing your club's activities for the calendar year and should be kept with the club's records. All the Annual Club records for all the clubs in the state are also kept at GFWC Virginia Headquarters as a record for posterity of club activities. The other report is the Narrative report, which is optional, but which must be submitted if the Club wants to be considered for awards at the District, State, or GFWC level.

The other sheet in the handout discusses some Frequently Asked Questions. I will discuss some of these in this workshop, and I will entertain any questions you have at the end of the workshop.

REPORTING TIPS

The most important tip I can give you for doing your reporting is to collect your information all year as projects are completed. Don't wait until after New Year's to begin.

For single projects, such as a fundraiser or field trip, the report can be written right after the event, when the event is fresh in everyone's mind. The club member who is responsible for reports will then have the report for that activity and can include it in the final Narrative report. Even if the club does not submit a Narrative report for that Community Service Project or Advancement Area, the activity report will help the Club President put together the Annual Club Record.

For ongoing events, like collecting coupons or regular visits to a school or nursing home, individuals who participate should submit their hours and/or in-kind donations to the event chairman on a regular basis. A form is helpful, which the chairman can accumulate and use to create her overall report for the activity.

It is also important for information to be passed on to successors when the leadership of the club or its various activities and committees changes, as it often does in the middle

of the calendar year. Outgoing leaders should give all their information and activity reports to the incoming leaders so that no activities are forgotten.

When the time comes to actually put the reports together, get everyone involved. All the chairmen who have collected individual hours and reports all year can assemble them into final narratives and help each other. There is no reason why one person should have to do it all.

Now I'll go into some particulars in the various sections of the Statistical Report.

COMMUNITY SERVICE PROJECT REPORTING

Many, if not most, of your Club's projects are reported in the Community Service Program area (Arts, Education, etc.). **Remember that separate reports must be written for regular Community Service Projects and for Partnership projects.**

Sometimes it is not obvious which Community Service Program a project belongs to. For example, an art project conducted with children at a school might be reported under Arts or under Education. You will have to decide where it best fits, and maybe where you have the best chance for an award (!). The Projects-At-A-Glance document will help you decide, and the Club Manual will also be of help.

Be sure you capture **ALL** of your Club's activities while you are writing your reports. Check the minutes of club meetings and Board meetings to pick up all the donations your club voted on, and check your club's newsletters to find activities such as special collections or one-time activities.

When a fundraiser was held in support of a Community Service Project, report what the project was and how much money was donated. The fundraiser itself should be reported in the Fundraising Advancement Area.

ADVANCEMENT AREA REPORTING

In the Advancement Areas, except for Fundraising, which I will get to later, be sure you capture all the relevant information.

Under **Leadership**, include all hours spent in Board meetings, attending District and State meetings, and other leadership activities. This is where club members who serve at the District and State levels report their hours as well. In-kind donations apply, such as unreimbursed mileage or registration fees. The person who is responsible for the Leadership report is the Leadership chairman as specified in the Club's Bylaws.

Under **Membership**, all aspects of membership recruitment, retention, and recognition should be reported. The Membership Chairman of the Club is mainly responsible for this report.

Communications and Public Relations activities include publicizing club events and also advertising your club and its activities through a web site, facebook, and other

social media. These activities also include distributing a brochure about the Club and other means of getting the word out about your club. Be sure to describe all of these activities in your report.

Similarly, reporting of **Legislation and Public Policy**, and **Women's History and Resource Center** activities should not be forgotten.

Fundraising is probably one of the easiest activities to report on, because it is very focused and it is easy to keep track of everyone's time and how they spent it. Put every activity associated in the fundraiser in the report, including all the various committees (publicity, soliciting sponsorships or contributions, ticket sales, arrangements, etc.), and all the time and in-kind donations involved. Report how much money was raised.

REPORTING ON THE STATE PROJECT

GFWC Virginia's State Project for this administration is Breast Cancer Awareness. Projects in this area are reportable under Health, and can also be reported separately to the State Project chairman. This is not double reporting, as the State Project is not part of GFWC's program.

COMMUNITY IMPROVEMENT PROGRAM REPORTING

Similarly, if your club is submitting a Community Improvement Program project for a GFWC or GFWC Virginia Award, these activities can also be described under the appropriate Community Service Program. CIPs are two-year programs, and are separate from the Community Service Programs.

WHAT TO EXPECT THIS FALL

I will send out information to help you create your reports in plenty of time for you to compile them. Also included will be to whom to send the reports.

READ ALL THE MATERIAL ON REPORTING THAT YOU ARE GIVEN!!

Club Presidents

In late November or early December I will be sending each District 1st Vice President information that she will tailor for her district and send on to each Club President in the District. This material will include:

- The GFWC Virginia Statistical Form - Annual Club Record
- GFWC Virginia Reporting Contacts List, which lists the names and addresses of the District Chairmen to whom the reports should be sent
- A sample Narrative Report
- A reference sheet like the one in your handout

District Chairmen

In January I will send each District 1st Vice President information that she will send on to each District Chairman in her district. This material will include:

- The GFWC Virginia Statistical Form (*for State and District Chairmen*)

- A Reporting Contacts List, which lists the names and addresses of the State Chairmen to whom the District Chairmen will send their reports
- A sample District Compilation report
- A reference sheet detailing where to find instructions for your reports

District Presidents

In early February I will send you a sample District President's report with cover page.

State Chairmen

In early February I will send each State Chairman information on how to create your reports. This material will include:

- The GFWC Virginia Statistical Form (*for State and District Chairmen*)
- The GFWC State Award Entry Cover Sheet
- The GFWC Club Creativity Award Entry Cover Sheet
- A list of the names and addresses of the GFWC Chairmen to whom your reports should be sent
- A reference sheet detailing where to find instructions for creating and sending your reports

I will try to get all the information on the web site updated by the end of August.

Armed with all this information, you should find reporting at all levels to be fairly straightforward. Try not to get too up-tight about it, and with everyone's cooperation the reports should come together smoothly.

Now, I will try to answer any questions you may have.