

A GUIDE FOR FEDERATION BRANDING, WRITING, MESSAGING, AND DESIGN

The General Federation of Women's Clubs

Stylebook

FULLY REVISED AND UPDATED

WITH KEY MESSAGES, WORD AND PHRASE GUIDELINES,

AND EMBLEM AND TRADEMARK USE POLICIES,

THE GFWC STYLEBOOK HELPS FACILITATE CLEAR AND CREATIVE

COMMUNICATIONS WITH A CONSISTENT GFWC MESSAGE



The General Federation of Women's Clubs Stylebook

Fully Revised and Updated September 2007

Visit www.gfwc.org/stylebook for updates to the Stylebook

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UNITY IN DIVERSITY

As the core message of the General Federation of Women's Clubs, Unity in Diversity is also the binding principle we strive to uphold in presenting GFWC to the world. This message has always been a part of GFWC and the work that our members do.

Now in its third century, we are faced with a number of challenges: igniting the passions of our dedicated members; capturing the imaginations of potential members and funders; strengthening our reputation as the world's leading volunteer service organization for women; and building our image as a leader among nonprofits and service sector organizations.

To this end, Federation constituents must become actively engaged in preserving and furthering the brand of this organization. Rallying together under the concept of Unity in Diversity, members, leadership, staff, friends, partners, and supporters can achieve that very ideal—coming together for a common cause, using a consistent vocabulary, connecting the look and feel of our publications, and uniting under a consistent brand, we can strengthen GFWC's status as a leader in community service.

WHAT IS A BRAND?

A brand is a tool that is used in the business world to describe all the information or perceptions that are connected with a product or service. When you experience a brand, you associate it with a set of expectations or perceptions.



Nike's swoosh =
tough athletes at the height
of their performance



McDonald's golden arches =
fast service and good food



Apple's bitten apple logo =
cutting-edge technology

You associate these concepts, thoughts, and images with the particular companies because of the brand each company has established.

Branding is:

- An image created in someone's mind
- It's both tangible and intangible characteristics of a product or service that make it unique
- Products that are branded are often chosen over similar products because they somehow have a perceived value of being 'better'

Brand Compliance

When brand compliance is not enforced or encouraged consistently, it can create a gap between how audiences perceive GFWC and how we want to be perceived. The wider this gap, the more confusion occurs among our audiences and potential audiences. This confusion undermines the cohesive, sophisticated, consistent brand that we want to portray.

Brand compliance is also important for a variety of legal reasons. If an established logo or trademark is not used consistently and protected by a brand, it can be deemed abandoned by the courts, opening the trademark for use by other, unrelated organizations.

In order to maintain the principle of Unity in Diversity, all GFWC constituents must fiercely protect the brand created for the organization.

In developing communications and collateral materials for GFWC, the GFWC Stylebook is the primary reference point for maintaining the GFWC brand. The Stylebook includes a pallet of options and possibilities aimed at reinforcing our brand nature, communicating our vital messages, and enhancing the image of GFWC. At the same time, there are restrictions and specific guidelines for word and logo use, publications and advertising design, Web design, merchandising, and more.

KEY MESSAGES

We developed standardized language that conveys the GFWC brand editorially. This ranges from a general profile of the organization to specific membership messages that serve to differentiate the GFWC experience from that of our collaborators and competitors. Adopting this language for your communications, whenever appropriate and germane to your audience, will help to maintain the Federation's brand and will bolster your overall message.

Whenever appropriate, please consider using these key messages when writing or speaking about the Federation to our members, the media, government and community officials, and the public in general.

- GFWC is one of the world's largest and oldest nonpartisan, nondenominational, women's volunteer service organizations.
- GFWC is distinguished from other service organizations by the breadth of our outreach. Our programs span all areas of the lives of our members, their families, and communities: arts, conservation, education, home life, public affairs, and international affairs.
- GFWC members create global change working on a local level—they select projects and programs by determining the specific needs of the communities in which they live and work every day.
- GFWC members are true volunteers in action—in 2006, they raised nearly \$32 million on behalf of more than 230,000 projects, and volunteered more than 8.4 million hours.
- GFWC members have played a key role in promoting literacy in the United States. The American Library Association credits women's clubs with establishing 75 percent of the country's public libraries in the first quarter of the 20th century.
- GFWC's motto is Unity in Diversity. It was first used in a speech given by New York clubwoman Ella Dietz Clymer at a banquet for Sorosis, one of the founding clubs of GFWC, on March 20, 1889. Ella's words, "unity in diversity," expressed her hope that the women of Sorosis would "form a lasting union of the women's clubs throughout the United States and possibly throughout the world. We do not feel that sectional differences will separate us; on the contrary, we hope that these very differences will form a bond of sympathy."

Use The Following Template To Localize Your Club's Message

- GFWC of [*club name*] is a proud member of the General Federation of Women's Clubs. Honoring the motto of Unity in Diversity, we come together as unique individuals dedicated to community improvement by [*list activities or fund-raising projects that your club performs*]. Our mission is to enhance the lives of others in [*list community*] through volunteer service.

ABOUT GFWC

GFWC Mission Statement (only this form is acceptable without prior consent from GFWC)

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

Complete Version, Preferred For All Uses

The **General Federation of Women's Clubs**, one of the world's largest and oldest nonpartisan, nondenominational, women's volunteer service organizations, was founded in 1890 and chartered by the 56th United States Congress in 1901. Headquartered in a National Historic Landmark building in Washington, D.C., GFWC has a long history of philanthropy, social and political advocacy, and community leadership. More than 100,000 members in affiliated clubs in every state and more than a dozen countries work in their own communities to support the arts, preserve natural resources, advance education, promote healthy lifestyles, encourage civic involvement, and work toward world peace and understanding. In 2006, GFWC and its members raised nearly \$32 million on behalf of more than 230,000 projects, and volunteered more than 8.4 million hours. Visit us online at www.gfwc.org.

Short Version, For Use When Space Dictates Truncation

The **General Federation of Women's Clubs**, one of the world's largest and oldest women's volunteer community service organizations, was founded in 1890 and is headquartered in Washington, D.C. GFWC has more than 100,000 members in affiliated clubs in every state and over a dozen countries. Visit us online at www.gfwc.org.

Pertinent Bullet Points May Follow An Overview Statement; Select Appropriate Bullet Points Based On Content Of Publication And Avoiding Duplication Of Ideas

- In 2006, GFWC and its members raised nearly \$32 million on behalf of more than 230,000 projects, and volunteered more than 8.4 million hours.
- GFWC members and clubs work on projects in six main areas: arts, conservation, education, home life, international affairs, and public affairs
- The President's Special Project for 2006-2008 is Domestic Violence Awareness and Prevention. In the first year of this project, GFWC members initiated nearly 4,000 projects and raised more than \$1 million to programs related to this cause.
- GFWC was recognized on the floor of the United States Senate as "a gem among our midst" by Senator Joseph Biden (D-Del.) for our work in bringing hope to victims and survivors of domestic violence and abuse. (November 16, 2006)
- In 1945, GFWC was one of only five women's organizations invited to attend the conference that formed the United Nations.

- The American Library Association credits women’s clubs with establishing 75 percent of the country’s public libraries in the first quarter of the 20th century.
- Notable GFWC clubwomen include **Eleanor Roosevelt**, first lady of the United States of America, social reformer, columnist, teacher, and political activist; **Jane Addams**, founder of Hull House; **Julia Ward Howe**, author of “The Battle Hymn of the Republic;” **Margaret Chase Smith**, the first woman to ever be elected to both Houses of Congress, and the first woman to campaign for the presidential nomination of a major political party; and **Nellie Tayloe Ross**, the first female governor and the first woman to be appointed Director of the United States Mint.
[note: bold names]
- In 1994, GFWC founder Jane Cunningham Croly was posthumously inducted into the National Women’s Hall of Fame in Seneca Falls, N.Y. For her work in founding GFWC, Croly was said to have “set in motion the power of a vast, previously untapped and unorganized sisterhood of capable American women that would reshape American society.”

NAMING CONVENTIONS

The General Federation of Women’s Clubs	On first reference, throughout formal invitations, in signatures
GFWC	On subsequent references when the audience is familiar with the acronym Note that <i>GFWC</i> is not preceded by “ <i>The</i> ”
The Federation	On subsequent references Use sparingly and only capitalize “The” when beginning a sentence

LEADERSHIP TITLES

When writing, try to list the person’s title before her name. If the title comes after her name, do not capitalize the title. For example, *GFWC International President Jackie Pierce* **not** *Jacquelyn Pierce, GFWC international president*. Other considerations include the following:

GFWC International President Jacquelyn Pierce	Note that use of title in narrative text requires use of <i>GFWC</i> preceding <i>International President</i>
Jacquelyn Pierce, International President, General Federation of Women’s Clubs	Title can follow a name in letter signatures <i>only</i>
GFWC Director of Junior Clubs Jeri Lyn Cancel	
GFWC International Past President Ernie Shriner	NOT Past International President Ernie Shriner
GFWC Western States Region President Bobby Bjork	
State President Jan Bailey, GFWC-Oklahoma	NOT <i>Oklahoma State President Jan Bailey</i> , since state federation names vary*

* See Appendix A for proper use of state federation names

E-MAIL FORMAT AND SIGNATURE

A vast majority of business is conducted via e-mail and, as such, we must ensure that GFWC's brand is extended and protected in this medium as well. All staff at GFWC Headquarters, as well as GFWC leaders who maintain a gfwc.org e-mail address, must use the following e-mail format and signature.

Signature Example:

DEBBE GLADSTONE | GFWC Membership Director
General Federation of Women's Clubs | 1734 N ST NW | Washington, DC 20036-2990
P: 202/347-3168 ext. 142 | F: 202/835-0246 | E: dgladstone@gfwc.org | W: www.gfwc.org

GFWC—Dedicated to Community Improvement by Enhancing the Lives of Others Through Volunteer Service

Signature Elements:

- Font must be Tahoma, 10 pt.
- Note that the name appears in bold, uppercase
- Acceptable use of GFWC staff titles require that department precede rank
- Title should appear on first line with name unless full title extends beyond the website URL on line 3; in that case, title should appear alone as the second line
- Title must be preceded by GFWC
- Note use of DC without periods
- Note use of forward slash after area code, rather than parentheses or dashes.
- E-mail address and website URL should include active hyperlinks
- Tagline should utilize em dash rather than colon or ellipsis

From time to time, GFWC may add taglines or key phrases to staff e-mail signatures to generate publicity for particular campaigns. Information on how to alter e-mail signatures will be provided on a case-by-case basis.

OUT-OF-OFFICE ASSISTANT

Using the Out-of-Office Assistant in Microsoft Outlook enables staff to alert others when they are not checking e-mail. Because the Out-of-Office Assistant generates a reply to every e-mail received, we must strive to be helpful and present a consistent image. Because Microsoft Outlook does not support sophisticated design for Out-of-Office Assistant, the signature block has been amended to support a less stylized look.

The following represents the acceptable use of the Out-of-Office Assistant.

Thank you for contacting the General Federation of Women's Clubs.

I am out of the office and will return Monday, June 25, 2007. I will not check e-mail during this time. You may reach me via cell phone at 301/996-0340.

If you need immediate assistance from GFWC, please call 202/347-3168.

Thanks!

NAKIA L. WILLOUGHBY | GFWC Communications and Public Relations Director
General Federation of Women's Clubs | 1734 N ST NW | Washington, DC 20036-2990
P: 202/347-3168 ext. 149 | F: 202/835-0246 | E: nwilloughby@gfwc.org | W: www.gfwc.org

GFWC—Dedicated to Community Improvement by Enhancing the Lives of Others Through Volunteer Service

Required elements of an Out-of-Office Assistant notice:

- You may elect to include your department in the opening line, amended to read: *Thank you for contacting the General Federation of Women's Clubs Communications Department.*
- Return date
- Note on whether you are checking e-mail during your absence
- Method of contacting you if possible
- GFWC main contact phone number
- Your full contact information in signature block

VOICEMAIL GREETINGS

As with Out-of-Office Assistant, voicemail provides us with an opportunity to sustain the GFWC brand even when we are not directly interacting with the public. As such, outgoing voicemail greeting should be professional, positive, clear, and helpful.

The following represents an acceptable script for outgoing voicemail greetings:

Hi, you have reached General Federation of Women's Clubs Publications Director Jeff Harse. I'm either away from my desk or on another line, but please leave a message and I will return your call as soon as possible. If you need immediate assistance, please dial '0' to speak with the receptionist. Thank you.

If you are away from the office:

Hi, you have reached General Federation of Women's Clubs Publications Director Jeff Harse. I will be out of the office beginning June 18, and will return Monday, June 25. Please leave a message and I will return your call as soon as possible. If you need immediate assistance, please dial '0' to speak with the receptionist. Thank you.

ON WRITING WELL

Point Of View: GFWC communications are written in first-person point of view, using words like *we* and *our*. This creates a sense of familiarity and community, and gives the reader a warm sense of inclusion.

First Names On Second Reference: Continuing the sense of familiarity and community, we use first names on second reference for publications that are written primarily for the GFWC membership, such as *GFWC Clubwoman* magazine and the GFWC website. Exceptions to this standard should be considered on a case-by-case basis.

Brevity: Get to the point. Then stop. Use plain English. Express one thought at a time. Let the facts speak for themselves. Use short words and phrases. Never use a long word when a short one will do. If it's possible to cut out a word, cut it out.

Reading Comprehension: GFWC communications should be written on a reading level suitable to 8th-9th grade. There are numerous factors that affect how easy, or how hard, a given document is to read and understand, including sentence length, word choice, layout and formatting, overall organization of the content, and use of illustrations. However, most readability formulas consider only two factors: the number of syllables (or letters) in a word and the number of words in a sentence.

Avoid Clichés And Redundancies: Clarity and brevity are your writing goals. Beyond that, unique and creative writing does not allow for the use of clichés and redundancies.

Avoid Unnecessary Phrases: Be conscious of avoiding phrases that add nothing to the meaning of a sentence:

All things considered	For the most part	In the nature of
As a matter of fact	For the purpose of	In the process of
As far as I'm concerned	Have a tendency to	It seems that
At the present time	In a manner of speaking	Manner
Because of the fact that	In a very real sense	That exists
By means of	In my opinion	The point I am trying to make
By virtue of the fact that	In the case of	Type of
Due to the fact that	In the event that	What I mean to say is
For all intents and purposes	In the final analysis	

KEYWORDS AND PHRASES

Below are some keywords and phrases that should consciously be used in writing for GFWC communications, to reinforce our focus, mission, values, and ideals.

GFWC Clubwoman magazine

Clubwomen

Federation

Federation Day

Clubwoman/clubwomen

GFWC

General Federation of Women's Clubs

Junior Clubs

Juniorette Clubs

Juniorettes

Juniors

Juniors'

Membership Matters

Service organization

Unity in Diversity

Volunteer opportunity

Volunteering

Volunteers in Action

Woman's club

Women's clubs

EDITORIAL STYLE

Just as the GFWC logo visually helps to present the organization consistently to the world, an editorial style is designed to help present our written material consistently and clearly. In short, this defines a common writing style for the GFWC community. It is meant to be used by all staff, departments, and programs for various types of communication to both internal and external audiences: brochures and advertisements, reports and letters, videos and Web pages.

Here we address issues of spelling, grammar, punctuation, and capitalization (*Is it E-mail, email, or e-mail?*), but it goes beyond this, with the goal of unifying all written communication emerging from diverse GFWC entities.

This Stylebook incorporates, in descending order of reference:

- *The Associated Press Stylebook and Briefing on Media Law*. New York: The Associated Press, 2007.
- *The Chicago Manual of Style, 15th edition*. Chicago: University of Chicago Press, 2003.
- *Merriam-Webster's Collegiate Dictionary, 11th edition*. Springfield, Massachusetts: Merriam-Webster, 2003.
- *The Elements of Style, fourth edition*. William Strunk, Jr. and E. B. White. New York: Macmillan, 1999.

Reflecting the dynamic nature of GFWC as well as the English language itself, the Stylebook will be updated continually. If you have a suggestion or correction, please contact us at gfwc@gfwc.org.

Deviating From The GFWC Stylebook

You may find it necessary to supplement this guide with a specific style guide for your own department, office, or program, incorporating commonly used terms and names. This is especially true when you are writing for audiences that have their own editorial demands, such as potential funders, historical associations, and other external groups. Additionally, the demands of graphic design layout may require deviating from this guide. On these occasions, please consult the appropriate individuals for help in determining which available resources best suit your needs.

501(c)(3): Use parentheses for both the lowercase *c* and the number 3. Take care that Auto Correct functions do not convert (*c*) into the copyright symbol ©.

Acronyms: Give full name at first usage and use acronym in later references. Do not follow a full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Names not commonly before the public should not be reduced to acronyms solely to save a few words. Acronyms should be used sparingly; consider alternate methods of reference to avoid overuse.

Acceptable acronyms in the GFWC family:

- GFWC (no preceding article) on second reference or for internal audiences
- ESO
- WHRC

Active Voice: Avoid passive construction as much as possible. Active voice conveys a stronger sense of action. In the active voice, the subject and verb relationship is straightforward: the subject is a do-er or a be-er and the verb moves the sentence along. In the passive voice, the subject of the sentence is neither a do-er or a be-er, but is acted upon by some other agent or by something unnamed.

Examples of active voice in correct usage:

The meeting convened at noon. **NOT** The meeting was convened at noon.

We started the project in 2007. **NOT** The project was started in 2007.

Addresses: There are two methods for writing addresses, used in difference circumstances.

1. Addresses in written text that are *not* FULL addresses including a Zip code:
 - Use abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address: *1600 Pennsylvania Ave.* All similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.
 - Always use figures for an address number: *9 Morningside Circle.*
 - Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters for 10th and above: *7 Fifth Avenue, 100 21st Street.*
 - Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: *222 E 42nd Street, 562 W 43rd Street, 600 K Street NW.* Do not abbreviate compass points if the number is omitted: *East 42nd Street, West 43rd Street, K Street Northwest.*

Acceptable form of GFWC address (without the Zip code):

1734 N Street NW, Washington, D.C.

2. If the address includes the zip code, follow the aforementioned guidelines, but instead capitalize abbreviations and omit the period. Examples: Avenue (AVE), Boulevard (BLVD), Street (ST), Drive (DR), Road (RD), and Suite (STE)
 - *1600 Pennsylvania AVE, Washington, DC 20500*
 - *1734 N ST NW, Washington, DC 20036-2990*
 - *1114 Southmoor DR STE 112, Arlington, TX 76010-5844*

Advocacy: Use *advocacy* and its forms instead of *lobbying* when referring to GFWC's public policy activities.

Apostrophe ('): For plural nouns ending in *s*, add only an apostrophe: *the girls' toys, states' rights.* For singular common nouns ending in *s*, add 's: *the hostess's invitation, the witness's answer.* For singular proper names ending in *s*, use only an apostrophe: *Descartes' theories, Kansas' schools.* For singular proper names ending in *s* sounds such as *x*, *ce*, and *z*, use 's: *Marx's theories, the prince's life.* For plurals of a single letter, add 's: *Mind your p's and q's, the Red Sox defeated the Oakland A's.* Do not use 's for plurals of numbers, or multiple letter combinations: *the 1980s, RBIs.*

Board of Directors: Always capitalized when referring to GFWC's Board of Directors. Capitalize **Board** when used in place of Board of Directors, referring to the specific body as a proper noun. Do not capitalize board when not serving as direct object.

Acceptable capitalization for Board of Directors and Board:

The Board of Directors will meet in September.

Natasha gave a presentation to the board.

Chairman: Do not use *chair* or *chairperson*. Capitalize in GFWC context, otherwise capitalize only in formal title preceding name. As with most titles, do not capitalize when title follows name.

Acceptable capitalization for Chairman:

GFWC Public Relations Chairman Teddy Hulse

Teddy Hulse, public relations chairman

Check in/Check-in; Checkout/Check-out: Use check in (two words, no hyphen) as a verb; use check-in (with a hyphen) as a noun. Same for checkout/check-out.

Acceptable use of check in/check-in and checkout/check-out:

Members should check in at the check-in desk.

Check-out time is posted at the check out desk.

Colon (:): Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *He promised this: The company will make good all the losses. But: There were three considerations: expense, time and feasibility.* Colons go outside quotation marks unless they are part of the quoted material.

Club(s) and Club Names: Refrain from personifying clubs; instead, include words like member(s). Precede club names with *GFWC*. Local clubs use singular, possessive Woman's Club; districts, states, regions and the national Federation use the plural, possessive Women's Clubs. Refer to Appendix A for acceptable forms of state federation names.

Acceptable use of club names:

GFWC Woman's Club of Rockville

GFWC Pennsylvania **NOT** GFWC Women's Clubs of Pennsylvania

Clubwoman and clubwomen: Written as one word with no specific capitalization; *club member* is two words.

Acceptable use of clubwoman and club member:

From across the nation clubwomen gathered at Convention.

Our club members work in a variety of program areas.

Call to Convention: Capitalize as proper noun. When using *Call* on second reference, maintain capitalization.

Commas: GFWC style is to use the terminal comma in a series; that is, use the comma before a conjunction in a simple series.

Acceptable use of commas:

GFWC's emblem is red, white, and blue.

Our Home Life programs include Helping Hands, Women's Health, and Dollars and Sense.

Courtesy titles: Refer to both men and women by first and last name. Use the courtesy titles *Mr.*, *Miss*, *Ms.* or *Mrs.* only in direct quotations. GFWC does not use courtesy titles such as *Mrs. John Smith*.

Dashes: There are three specific types of dashes with varying uses. Different software programs create these dashes differently, so the best rule is to insert the dash manually. On the Menu bar, choose Insert, then Symbol. Under the Special Characters tab, select the en-dash or the em-dash. Put a space on both sides of a dash in all uses except the start of a paragraph.

The **en-dash** is used with numbers and substitutes for the words *to* and *from*:

The next meeting is scheduled for June 12-15.

The **em-dash** is used to separate two distinct but related thoughts in a sentence or phrase. The em-dash is the longest of the dashes, and should be used sparingly for emphasis. If commas are more appropriate, use them before resorting to the em-dash.

The next convention—the one in San Francisco—is scheduled for June 12-15.

The hyphen is used to connect compound modifiers and verbs. The general rule is that if two words can stand alone and still make sense, then they require a hyphen when put together. If either word cannot stand alone, as is the case with prefixes and suffixes, then the words are joined with no hyphen.

The nonprofit, all-volunteer organization's next convention—being held in San Francisco—is scheduled for June 12-15.

Dates: In text, spell out the month and place commas after the date and year. If you are stating only the date and year, no commas are needed. If possible, include the day as well.

Acceptable use of dates:

The meeting was Friday, June 1, 2007, in Philadelphia.

They planed to meet again in September 2008.

Delegation: Only appropriate when a group of members is gathered as a voting body and have been issued appropriate credentials. In other instances, use *members*, *club*, *Federation*, or other terms.

Departments: Capitalize GFWC departments, such as *Arts Department* and *Home Life Department*.

Ellipsis: Ellipsis uses three periods with a space on either side, and is used to indicate the deletion of one or more words. If the words that precede an ellipsis constitute a grammatically complete sentence, either in the original or in the condensed version, place the appropriate punctuation at the end of the last word before the ellipsis. Follow it with a regular space and an ellipsis. The ellipsis is NOT a substitute for the comma, which indicates the breaks and pauses that accompany normal rhythms of speech. Whenever possible, use commas, dashes or semi-colons to signal pauses. Reserve the use of ellipsis points for moments of heightened emotion.

E-words: Use hyphen for all e-words; capitalize only at the beginning of a sentence.

Acceptable use of e-words:

The information was sent via e-mail on Thursday.

Please include this note in the next e-newsletter.

GFWC's new e-commerce option is now available.

Fax: Acceptable as shortened form of facsimile or facsimile machine in all uses. Capitalize only at the beginning of a sentence.

Federation: Capitalize when using in place of GFWC. Use preceding articles for clarity.

Acceptable use of Federation:

This has been the Federation's home since 1929.

Federation leaders gathered in Philadelphia.

Fundraising: Always one word without a hyphen. Not *fund-raising* or *fund raising*.

Generals: Always capitalize when referring to GFWC Generals.

Gender-specific titles: Avoid most gender-specific titles; not *actress* but *actor*; not *suffragette* but *suffragist*.

GFWC Clubwoman magazine: The official title of magazine is *GFWC Clubwoman*. On second reference in text aimed at members, *Clubwoman* is appropriate. Do not capitalize *magazine*.

Headquarters: Always capitalize when referring to GFWC Headquarters. In most instances, it is necessary to precede with *GFWC*, unless the audience is purely internal or members and the context is explicit. Where possible, avoid using without *GFWC* preceding.

Acceptable use of headquarters:

The event will be held at GFWC Headquarters.

GFWC welcomes you to our Headquarters home.

Homepage: The front page of a Website; always write as one words and capitalize only if at the beginning of a sentence.

ILTS: Incoming Leaders Training Seminar. Do not use *ILTS seminar* as it is redundant. Spell out full name on first reference and always when ambiguity is possible.

Internet: Always capitalize.

Juniors and Juniorettes: Always capitalize when referring to GFWC Juniors. In possessive form, use *Juniors'* rather than *Junior's*.

Me vs. myself vs. I: To determine which word to use, reduce the sentence to its simplest personal form and choose the appropriate word. For example: *Natasha and _____ attended the NCWO meeting*. In the simplest personal form, *_____ attended the NCWO meeting*, you would use *I*. Therefore, *Natasha and I attended the NCWO meeting*. Alternately: *NCWO invited Natasha and _____ to the meeting*. In the simplest personal form, *NCWO invited _____ to the meeting*, you would use *me*. Therefore, *NCWO invited Natasha and me to the meeting*. Use *myself* sparingly and for emphasis: *I, myself, went to the NCWO meeting*.

LEADS: Leadership Education and Development Seminar. Do not use *LEADS seminar* as it is redundant. Spell out full name on first reference and always when ambiguity is possible.

Lobbying: Use *advocacy* and its forms instead of *lobbying* when referring to GFWC's public policy activities.

Months of the year: Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.* Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day, and year, set off the year with commas.

Appropriate use of months of the year:

January 1972 was a cold month. Jan. 2 was the coldest day of the month. Her birthday is May 8. Feb. 14, 1987, was the target date. She said that it was Friday, Dec. 3, when she arrived.

In tabular material, use these three-letter forms without a period: *Jan*, *Feb*, *Mar*, *Apr*, *May*, *Jun*, *Jul*, *Aug*, *Sep*, *Oct*, *Nov*, and *Dec*.

Non words: The rules of prefixes apply, but in general no hyphen is used when forming a compound that does not have a special meaning and can be understood if *not* is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations, such as *non-nuclear*.

Nonprofit: Use as one word without a hyphen.

Not-for-profit: Use as three words connected with hyphens when used as a compound adjective.

Acceptable use of not-for-profit:

GFWC has maintained its not-for-profit status.

On-site: Always two words separated by a hyphen, as in, *The program will be printed on-site; On-site photography is allowed.*

PDF: Portable Document Format, created and displayed using Adobe Acrobat. When providing Internet addresses that lead to a downloadable PDF, it is necessary to include language to the effect that a download will be initiated. On the GFWC Website, where PDF documents are provided, follow with a parenthetical statement pointing to the location of a free PDF reader online. Do not use *PDF format* as it is redundant.

Percent: Write out the word in written copy. Use the % sign in tables, graphs, and other art.

Prefixes: Generally do not hyphenate when using a prefix with a word starting with a consonant.

- Except for *cooperate* and *coordinate*, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel, such as *re-evaluate*.
- Use a hyphen if the word that follows is capitalized, such as *pre-America*.
- Use a hyphen to join doubled prefixes, such as *sub-subparagraph*.

President-elect: Do not capitalize *elect*.

Programs: Capitalize the names of GFWC programs, as in *Dollars and Sense Program* and *Reaching Out Internationally Program*.

Quotation marks (" "): In dialogue, each person's words are placed in a separate paragraph, with quotation marks at the beginning and end of each person's speech. Periods and commas always go within quotation marks. Dashes, semicolons, question marks, and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence. Use single marks for quotes within quotes: *She said, "He told me, 'I love you.'"*

Race and ethnicity: When necessary to include racial or ethnic distinctions, capitalize proper nouns like *African American*, *Caucasian*, *Hispanic*, etc. Do not hyphenate. Do not capitalize *black* or *white*.

State names: Spell out state names when they stand alone in textual material. Any state name may be condensed, however, to fit typographical requirements for tabular material. The names of eight specific states are never abbreviated in text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

For state abbreviations, use the abbreviations listed at the end of this section, for the following instances:

- In conjunction with the name of a city, county, town, village or military base in text: *Rockville, Md.*; *Portland, Ore.*
- In short-form listings of party affiliation: *D-Ala.*, *R-Mont.*

State abbreviations (ZIP code abbreviations in parentheses):

Ala. (AL)	Ky. (KY)	N.D. (ND)
Alaska (AK)	La. (LA)	Ohio (OH)
Ariz. (AZ)	Maine (ME)	Okla. (OK)
Ark. (AR)	Md. (MD)	Ore. (OR)
Calif. (CA)	Mass. (MA)	Pa. (PA)
Colo. (CO)	Mich. (MI)	R.I. (RI)
Conn. (CT)	Minn. (MN)	S.C. (SC)
Del. (DE)	Miss. (MS)	S.D. (SD)
D.C. (DC)	Mo. (MO)	Tenn. (TN)
Fla. (FL)	Mont. (MT)	Texas (TX)
Ga. (GA)	Neb. (NE)	Utah (UT)
Hawaii (HI)	Nev. (NV)	Vt. (VT)
Idaho (ID)	N.H. (NH)	Va. (VA)
Ill. (IL)	N.J. (NJ)	Wash. (WA)
Ind. (IN)	N.M. (NM)	W.Va. (WV)
Iowa (IA)	N.Y. (NY)	Wis. (WI)
Kan. (KS)	N.C. (NC)	Wyo. (WY)

Reminder: The names of eight specific states are never abbreviated in text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

State federations: See Appendix A for state federation names.

That vs. which: *That* introduces essential clauses and is not set off with commas, while *which* introduces nonessential clauses and is usually preceded by a comma. For example: *The box that you asked for is in your office. This is the box of magazines, which was shipped yesterday.* In this sentence, the clause *that you asked for* is essential to identify the box. However, the clause *which was shipped yesterday* is not necessary, since the box has already been identified.

Titles: Capitalize when name follows title. Unless dictated by style or format, place titles before names. GFWC titles begin with *GFWC*. Leadership titles should use appropriate state or region qualifiers to avoid confusion with national leaders. Staff titles should utilize the convention of department before rank.

Appropriate use of titles:

GFWC Executive Director Natasha Kalteis or Natasha Kalteis, executive director

GFWC Treasurer Sheila Shea

GFWC Southern Region Treasurer Ann James

GFWC Membership Director Debbe Gladstone

GFWC Western States Region President Bobby Bjork

State President Kathy Monahon of GFWC of South Carolina

State Membership Chairman Linda Babeuf of New Jersey

Telephone numbers: Always include area code followed by a forward slash, rather than enclosed in parentheses or followed by a dash. The 3-digit exchange should be followed by a hyphen. If including an extension, abbreviate as ext. with spaces before and after the abbreviation.

Appropriate use of telephone numbers:

202/347-3168 or 202/347-3168 ext. 120

+1 202/347-3168 when writing to an international audience

Time: Use lowercase letters with periods for a.m. and p.m., with a space separating letters from time numerals, as in *10:00 a.m.* or *8:45 p.m.* Use *noon* and *midnight* for clarity where possible.

United States and U.S.: Spell out when used as a noun, abbreviate when used as an adjective, with periods after each letter and no space between. Use *United States* instead of *America* or its forms.

Appropriate use of United States and U.S.:

GFWC is a leading women's organization in the United States.

GFWC is a leading U.S. nonprofit.

URLs: See Website.

Volunteer: Use *volunteer*, *volunteers*, and *volunteering*. Do not use *volunteerism*.

WHRC: Women's History and Resource Center. Always use *and* instead of an ampersand (&). Precede with article *the* in context.

Web: Shortened form of World Wide Web; always capitalize as it is a proper noun.

Webpage: Always write as one word, capitalize only at the beginning of a sentence.

Website: Always write as one word, capitalizing only at the beginning of a sentence or when referring to the GFWC Website as a proper noun. When including website addresses (URLs) in text, it is not always necessary to use the *http://* protocol. If an Internet address falls at the end of a sentence, it must be followed by appropriate punctuation. If an Internet address breaks across multiple lines, insert the break after a forward slash where possible, but do not insert a hyphen or other punctuation mark to indicate the break.

GFWC TRADEMARK USE POLICIES

The General Federation of Women's Clubs (GFWC) owns the following trademarks:



GFWC®

GFWC~It's a VOLUNTEER Thing!®

G.F.W.C. Unity in Diversity®

G F W C Unity in Diversity®

Subject to the conditions herein, GFWC allows active member clubs to use the above marks on stationery and other materials. (For purposes of this document, "member" is defined as clubs, districts, state federations, regions, and/or international affiliates.)

Use of the Logo

Active members are granted a non-exclusive, royalty free limited license to use GFWC trademarks subject to the conditions listed in the GFWC Trademark Use Policies.

Limitations on Use

The GFWC trademarks may be used to promote GFWC at the club, district, state, regional, and/or international levels (such as stationery, advertising, marketing materials, signs, publications, forms, etc.) for similar business purposes only.

The GFWC trademarks may be posted on member's websites and used as a link to the GFWC website.

GFWC does not otherwise authorize use of its marks to promote or identify any product, including use on any product packaging, product labeling, product advertising or product promotional materials, except as specifically authorized by GFWC.

If membership expires or is revoked, any reference to GFWC and GFWC trademarks must be removed from any and all promotional materials including, but not limited to, advertising, letterhead, business cards, fliers, and websites within 10 days of expiration or revocation, unless a longer period is authorized in writing by GFWC.

Changes or Alterations to the Trademarks

The GFWC trademarks must be used exactly as they appear on sample sheets or electronic copies and cannot be changed or altered, other than to be enlarged or reduced in overall size. The GFWC trademarks must always be used in their complete form without the addition of other words or punctuation.

Size or Color Restrictions

The GFWC trademarks may not be the dominant element in a member's promotional materials. When the GFWC trademarks are used, they must be accompanied by the registered trademark symbol ®. In specific cases where color is used, GFWC requests that members abide by the color restrictions outlined below when using GFWC marks. All are solid to process Pantone colors:

- Blue – 286
- Red – 200
- Gold – 1235 (outline of 4-color emblem)

Resizing the Logo

When resizing the image, be sure to hold down the <Shift> button, and drag the image from the corner. The logo is a perfect circle and cannot appear as an ellipse.



Correct



Incorrect



Incorrect

Other Conditions

Members agree to abide by the GFWC Constitution & Bylaws and GFWC Standing Rules when using the trademarks.

GFWC reserves the right to inspect and to approve or disapprove the manner in which the trademarks are reproduced or displayed, in its sole discretion. Upon request, members agree to provide GFWC with representative copies of all materials bearing the GFWC trademarks and to abide by the decision of GFWC with respect to approval of the use of the trademarks. Any requests made by non-GFWC members must be reviewed and approved by the GFWC International President and/or GFWC Executive Director.

GFWC Contact for Additional Questions

If a member has questions about the correct use of the GFWC trademarks or would like sample sheets or electronic versions of the trademarks, contact the Publications Director/*GFWC Clubwoman* Editor, General Federation of Women's Clubs, 1734 N ST NW, Washington, DC, 20036, 202/347-3168, fax: 202/835-0246, email: publications@gfwc.org.

The trademarks listed herein are owned by GFWC and are reserved for use solely by GFWC. Members are granted a royalty free, non-exclusive limited license to use the marks only as specified in these GFWC Trademark Use Policies or as otherwise specifically approved by GFWC. GFWC reserves the right to revoke the use of its marks by members at any time.

APPENDIX A: STATE FEDERATION NAMES

Alabama Federation of Women's Clubs

GFWC of Alaska

GFWC-Arizona

GFWC of Arkansas

GFWC California Federation of Women's Clubs

GFWC/Colorado Federation of Women's Clubs

GFWC of Connecticut, Inc.

GFWC/Delaware Federation of Women's Clubs

GFWC Florida Federation of Women's Clubs

GFWC/Georgia Federation of Women's Clubs

Hawaii Federation of Women's Clubs

General Federation of Women's Clubs Idaho

GFWC Illinois Federation of Women's Clubs

GFWC Indiana Federation of Women's Clubs

GFWC/Iowa Federation of Women's Clubs

GFWC Kansas

Kentucky Federation of Women's Clubs

GFWC Louisiana, Inc.

GFWC/Maine Federation of Women's Clubs

GFWC Maryland Federation of Women's Clubs

GFWC of Massachusetts

GFWC Michigan

GFWC of Minnesota

GFWC/Mississippi Federation of Women's Clubs

GFWC of Missouri, Inc.

GFWC of Montana

GFWC/Nebraska Federation of Women's Clubs

GFWC-Nevada

GFWC-New Hampshire

New Jersey State Federation of Women's Clubs of GFWC

GFWC New Mexico Federation of Women's Clubs

GFWC-New York State Federation of Women's Clubs

GFWC of North Carolina

GFWC of North Dakota

GFWC/Ohio Federation of Women's Clubs

GFWC-Oklahoma

GFWC/Oregon Federation of Women's Clubs

GFWC Pennsylvania

GFWC of Rhode Island

GFWC of South Carolina

GFWC of South Dakota

GFWC of Tennessee

Texas Federation of Women's Clubs

GFWC of Utah

GFWC of Vermont, Inc.

GFWC Virginia

GFWC-Washington State

GFWC West Virginia

GFWC/Wisconsin

GFWC of Wyoming, Inc.

STYLEBOOK QUICK REFERENCE

GFWC Style

- Spell out General Federation of Women’s Clubs on first reference, and use GFWC (no preceding article) on second reference or for internal audiences
- Acceptable use of clubwoman and club member: *From across the nation clubwomen gathered at Convention. Our club members work in a variety of program areas.*
- Acceptable form of GFWC address in copy:
1734 N Street NW, Washington, D.C.
- Acceptable form of GFWC address in postal addresses:
1734 N ST NW, Washington, DC 20036-2990
- Acceptable capitalization for Chairman:
*GFWC Public Relations Chairman Teddy Hulse/
Teddy Hulse, public relations chairman*
- Acceptable use of club names: *GFWC Woman’s Club of Rockville; GFWC Pennsylvania NOT GFWC Women’s Clubs of Pennsylvania*
- Acceptable use of Headquarters: *The event will be held at GFWC Headquarters. GFWC welcomes you to our Headquarters home.*
- Appropriate use of titles:
 - *GFWC Executive Director Natasha Kalteis or Natasha Kalteis, executive director*
 - *GFWC Treasurer Sheila Shea*
 - *GFWC Southern Region Treasurer Ann James*
 - *GFWC Membership Director Debbe Gladstone*
 - *GFWC Western States Region President Bobby Bjork*
 - *State President Kathy Monahon of GFWC of South Carolina*
 - *State Membership Chairman Linda Babeuf of New Jersey*
- Appropriate use of telephone numbers: *202/347-3168, 202/347-3168 ext. 110 or 1-800/443-4392; +1 202/347-3168* when writing to an international audience
- WHRC: Women’s History and Resource Center. Always use and instead of an ampersand (&). Precede with article the in context.
- GFWC Mission Statement; only this form is acceptable without prior consent from GFWC: *The General Federation of Women’s Clubs is an international women’s organization dedicated to community improvement by enhancing the lives of others through volunteer service.*

Numbers

- Spell out the numbers one through nine; for 10 and up, use Arabic numerals. For ages and percentages, always use Arabic numerals, even for numbers less than 10.
- Spell out numerals that start a sentence; if the result is awkward, recast the sentence: *Twenty-seven detainees were released yesterday. Yesterday, 993 freshmen entered the college.*
 - The one exception to this rule is in a sentence that begins with a calendar year: *1938 was a turbulent year for Leon.*
- For large numbers: use a hyphen to connect a word ending in y to another word: *twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven*

Abbreviations

- United States
 - as a noun, United States: *The prime minister left for the United States yesterday.*
 - as an adjective, U.S. (no spaces): *A U.S. soldier was killed in Baghdad yesterday.*
 - as part of organization names (see the AP Stylebook under “U.S.”)
- States
 - Spell out the names of the states in text when they appear alone: *Wildfires continued to rage through southern California yesterday.*
 - Abbreviate them when they appear in conjunction with the name of a city, town, village or military base: *Needham, Mass., Oxnard Air Force Base, Calif.*
 - Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah (the two states that are not part of the contiguous United States and the states that are five letters or fewer)
 - Place one comma between the city and the state name, and another after the state name, unless at the end of a sentence or in a dateline (*She traveled from San Diego, Calif., to go to school in Kansas City, Mo. Now, she’s thinking of moving to Santa Fe, N.M.*)
 - State abbreviations (ZIP code abbreviations in parentheses):

Ala. (AL)	Mont. (MT)
Alaska (AK)	Neb. (NE)
Ariz. (AZ)	Nev. (NV)
Ark. (AR)	N.H. (NH)
Calif. (CA)	N.J. (NJ)
Colo. (CO)	N.M. (NM)
Conn. (CT)	N.Y. (NY)
Del. (DE)	N.C. (NC)
D.C. (DC)	N.D. (ND)
Fla. (FL)	Ohio (OH)
Ga. (GA)	Okla. (OK)
Hawaii (HI)	Ore. (OR)
Idaho (ID)	Pa. (PA)
Ill. (IL)	R.I. (RI)
Ind. (IN)	S.C. (SC)
Iowa (IA)	S.D. (SD)
Kan. (KS)	Tenn. (TN)
Ky. (KY)	Texas (TX)
La. (LA)	Utah (UT)
Maine (ME)	Vt. (VT)
Md. (MD)	Va. (VA)
Mass. (MA)	Wash. (WA)
Mich. (MI)	W.Va. (WV)
Minn. (MN)	Wis. (WI)
Miss. (MS)	Wyo. (WY)
Mo. (MO)	

STYLEBOOK QUICK REFERENCE

Dates

- Always use Arabic figures, without *st*, *nd*, *rd* or *th*
- Capitalize months
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (e.g. *Oct. 4 was the day of her birthday.*)
- When a phrase lists only a month and year, do not separate the month and the year with commas. (e.g. *February 1980 was his best month.*)
- When a phrase refers to a month, day and year, set off the year with commas. (e.g. *Aug. 20, 1964, was the day they had all been waiting for.*)
- Include the day if possible (e.g. *Thursday, Dec. 20, 2007*)

Time

- Use figures except for noon and midnight
- Use a colon to separate hours from minutes (e.g. *2:30 a.m.*)
- *O'clock* is acceptable, but time listings with *a.m.* or *p.m.* are preferred

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Correct



Incorrect



Incorrect

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