



## **New Public Relations and Newsletter Tools from NFRW**

**Great news! The National Federation of RW is working to create a set of new tools to help clubs with newsletters, public relations efforts, and websites. At our TFRW Board meeting in April, Lisa Roper, NFRW Public Relations Chair (also from the Great State of Texas) announced to the TFRW Board that NFRW has set up a special website for this purpose: [www.nfrwpr.org](http://www.nfrwpr.org).**

The website has guidelines for professional newsletters, samples of both traditional and electronic versions, and down-loadable templates clubs can easily use. Samples and templates will also be available for media releases, brochures, and advertisements, and the 'NFRW News' tab includes short articles that you may copy and paste into your club newsletter.

On the "Videos/YouTube" tab, there is an NFRW-produced video, "I AM A REPUBLICAN," that features women from all backgrounds explaining Republican beliefs. There are 3-minute and 60-second versions available for download and use. Both versions include Texas' own Senator Kay Bailey Hutchison, and can be uploaded to your club website or shown at meetings and membership drive events.

In addition to these tools, the NFRW PR site features links to a searchable CSPAN video library, and lists CSPAN segments that include commentary from NFRW representatives.

Soon, NFRW will also provide website assistance and templates to enable every club across the nation to create a basic website. This is great news since more and more Americans are using the internet to find information on business and activities, and websites are becoming our first point of contact with potential members.

Many of the templates and samples are already available, so check out the website, and have fun promoting your club!

The "regular" website address for NFRW is

[www.nfrw.org](http://www.nfrw.org)    username: federation    password: nfrw1938

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