

Club Newsletter Contest

OBJECTIVE: Increase awareness within the GFWC membership about ongoing projects, programs, events, and issues that affect GFWC clubs, members, and communities, by establishing a strong club newsletter program

ACTION PLAN

Club newsletters are one of the most effective and efficient methods of informing GFWC members about current, ongoing, and new initiatives. A newsletter that is issued on a regular basis and provides key information will be an asset to clubwomen as they implement projects, make decisions about club management, and collaborate with one another for greater impact. Newsletters need not be fancy, custom-designed, or lengthy; indeed, a pared-down newsletter that is both informative and interactive conveys knowledge, breeds enthusiasm, and contributes to your club's public relations outreach, membership recruiting and retention, program development and reporting, and operational planning goals.

- o Appoint a newsletter chairman for your club and state federation.
- o Identify a newsletter option that works with your level of knowledge and your club's budget—possibilities range from a simple typed document that is photocopied to custom e-newsletter templates created by a professional designer. Some online e-newsletter vendors will give you a free account to begin with.
- o Create an editorial calendar to determine when you will release your newsletter and what topics will be covered. Key headings might include: Meetings, Materials, Programs, and Best Practices. Be sure to include a News section.
- o Determine how you will distribute the club newsletter. You can do this by e-mail or by postal mail (in which case you will want to budget for these costs in your dues). Make sure that all club members receive a copy. Remember to send copies of each newsletter to GFWC Headquarters, c/o GFWC Communications and Public Relations Director.
- o Ask club members to contribute content to the newsletter based on their responsibilities as club leaders or project organizers.
- o Consider reprinting some of the information found in GFWC publications, using the appropriate copyright information.

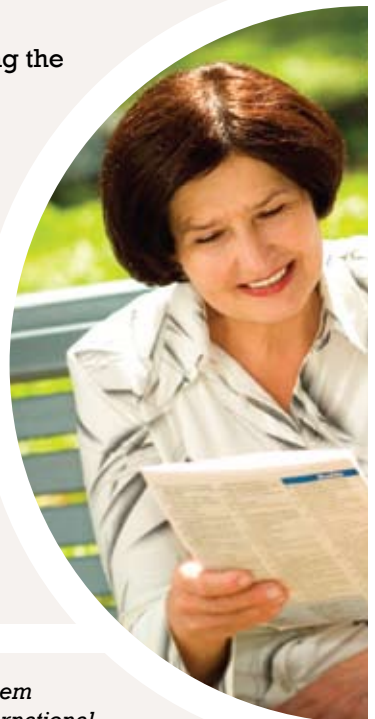
CONTEST GUIDELINES

JUDGES WILL AWARD POINTS AS FOLLOWS TO ALL GROUPS

- o Quality of content, including timeliness, clarity, and member impact: 50 percent
- o Presentation, design, and ease of use: 25 percent
- o Required elements as outlined: 25 percent

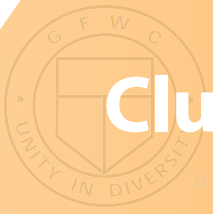
ENTRY REQUIREMENTS

- o Clubs and states may submit only one newsletter each, and the newsletter must have been printed and clearly dated during the calendar year preceding the award (so, newsletters must be dated 2008 to be eligible in 2009, and dated 2009 to be eligible in 2010).



"OPEN WIDE THE DOORS, INVITE THE INTERESTED PEOPLE OF YOUR COMMUNITY, and extend them the privilege to take part in the discussions...turn tea tables into round tables." 1960-62 GFWC International President Katie Freeman Ozborn





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- o The front page for each newsletter must contain a prominent mention of the General Federation of Women's Clubs and use the correct GFWC emblem.
- o All newsletters must include contact information for at least one member of the club, defined as e-mail address, telephone number, fax number, or mailing address.
- o Submissions must be made by postal mail to the national GFWC Communications and Public Relations Chairman by March 31 in the year in which they will be judged. Requirements for submission are as follows:
 - Direct submissions to *2009 (or 2010) Newsletter Contest Submission*
 - Entries must include the club or state federation name, president's name and contact information, name and contact information of the individual making the submission, number of members in the club/state, approximate launch date of newsletter (if known), approximate circulation, and a statement of no more than 250 words regarding the club's/state's approach to utilizing their newsletter. Please also include the name of the newsletter designer and a note about whether this person is a design professional, and whether the club paid for design services.
 - Clubs and states with electronic newsletters must follow the same submission rules; printed copies of electronic newsletters are required, though judges may refer to online versions as well.

DEADLINES: Entries must be postmarked by March 31 in the year in which they will be judged.

AWARDS

CLUB

A \$50 award is given annually to one club in the nation to recognize creativity in implementing an effective club newsletter. The award is based on one submitted sample of the club newsletter. State chairmen should forward the winning state entry to the national GFWC Communications and Public Relations Chairman by March 15 of each year.

STATE

GFWC certificates are awarded to one state federation in each membership category to recognize outstanding achievement in implementing a state newsletter. Award presentations are made annually in honor of junior and general membership participation.

