***GFWC-NC District Four Communications and Information Award***

**The GFWC-NC District Four Communications and Information Award** is a new award which will **take the place** of the following past awards: Website, Scrapbook, Newsletter, and Yearbook. Today, club information is shared through these and many other outlets. Individual clubs must arrive at their own communication strategy by understanding their membership and their club’s goals and objectives.

A successful communication strategy will educate, inform, and inspire current members and attract new members. It is imperative that clubs publicize their projects and activities so the public can understand the impact made by GFWC clubs in their local communities.

For this **District Award**, clubs are asked to list, and if possible provide examples of, no more than **five communication and information tools** they use to reach either the public or their own members. (Please note that this award is **similar to** the *GFWC-NC Communication and Public Relations Award*. However, this district award winner will not be submitted to the state level. Clubs wishing to enter that award should complete the GFWC-NC award entry separately).

**Examples of Club Communication:**

* **Website:** Clubs should submit their website URL or address. A club’s website should be used to dispense information to the public concerning the local club’s mission, its affiliation with the Federation (GFWC, GFWC-NC, and GFWC-NC District Four), and membership opportunities. Also included may be club news and projects, announcements, and program agendas. It should be clear and concise.
* **Newsletter:** Clubs should provide no more than 3 (three) issues of their newsletter. Either printed copies may be submitted, or digital attachments will be accepted (see rules). Newsletters should be distributed to all members and cover the period of January through December of the previous year prior to judging. The newsletters should be used to dispense information concerning Federation (GFWC, GFWC-NC, and GFWC-NC District 4), club news, CSP projects, and program agendas. They should be clear and concise.

* **Social Media:** Clubs should provide a link to their social media page(s). Networking sites such as Facebook and Instagram should be used to post information about your club, its activities, its projects, and fundraisers. Your club members should be encouraged to like the club’s page and your club’s page should also like pages of groups you work with. Your page should continually post updates and photos.
* **Club Yearbook:** Clubs entering their yearbook or administrative handbook should provide its attachment or make arrangements to provide a hard copy to the Second Vice-President. The yearbook should be distributed (digitally or in hard copy form) to all members and include information such as club calendar, club officers and committee chairs, information about Community Service Programs, Federation, bylaws, budgets, member requirements, membership roster, etc.
* **Membership Brochures:** Clubs should provide 3 (three) printed copies of their membership brochure. It should be used to inform the public of the club’s work and as a tool to recruit new members.
* **Local Newspaper Articles:** Clubs should provide 3 (three) printed copies of screenshots of newspaper articles recognizing their club and its service. The articles should cover the period of January through December of the previous year prior to judging.
* **Other Miscellaneous Communication and Public Relations Tools**
* **Use of ZOOM or other video-conferencing tools**
* **Club Tee Shirts**
* **Club Scrapbook**
* **Radio or TV Broadcasts spotlighting your club**

**GFWC-NC District Four Communications and Information**

**Award Entry Rules and Procedures:**

1. Clubs must provide the completed Award Entry Form. This may be accomplished by:
   1. Printing and filling out the form on the following page. It should be accompanied by the materials listed on the form, then mailed to the Second Vice-President.

**Or by**

* 1. Downloading this fillable form and emailing it to the Second Vice-President along with materials listed on the form.

1. Clubs are encouraged to provide a narrative of no more than 3 pages explaining how the chosen communication tools (up to 5) were employed by their club and their effectiveness.
2. There will be one overall winner and one runner-up.
3. Please note that this entry concludes at the District level and does not proceed to the State level of competition.
4. **Judging Criteria and Possible Points:**

* Variety of communication tools **10 \_\_\_\_**
* Federation news featured/explained **10 \_\_**
* Outreach to community featuring club’s work **20 \_**
* How well is the club’s work and programs explained

to its members **20 \_\_\_\_\_**

* Information regarding effectiveness of the club’s programs such as % of members who participate, increase in

membership, fund-raising success **25** \_\_\_\_\_

* Overall presentation –quality, and readability of narrative **15 \_\_\_\_\_**

**TOTAL POINTS POSSIBLE 100** **\_\_\_\_\_**

**2022-2024 GFWC-NC District Four Communications and Information Award Entry Form**

**Submit to GFWC-NC District 4 Second Vice President: Deadline: February 1st**

**Eleanor Oliver**

**1311 Robinhood**

**High Point, NC 27262**

**Email:** [**EOHome@aol.com**](mailto:EOHome@aol.com)

**Club Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Club Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Club President’s Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Club President’s Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Designate Up To 5 (Five) Communication and Information Tools Employed**

**by Your Club:**

|  |  |  |
| --- | --- | --- |
| **Check up to 5** | **Communication and Information Tool** | **Please Provide:** |
|  | **Website** | **URL of club’s website: www.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | **Newsletter** | **Copies of up to 3 newsletters from the period January – December of the previous year** |
|  | **Social Media** | **Link to club’s social media page(s):** |
|  | **Club Yearbook** | **Club yearbook attachment (or hard copy)** |
|  | **Membership Brochure** | **Three copies of club brochure or a PDF Link:** |
|  | **Local Newspaper Articles** | **Three sets of screen shots of articles covering the period January - December of the previous year** |
|  | **(Misc.)** |  |
|  | **(Misc.)** |  |
|  | **(Misc.)** |  |
|  | **(Misc.)** |  |

**Clubs may provide a narrative of no more than three pages explaining how the chosen communication tools (up to 5) were employed by their club and their effectiveness.**