

# GFWC Newsletter Contest

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### CONTEST PRINCIPLES

Newsletters are one of the most effective and efficient methods of informing GFWC members about current, ongoing, and new initiatives. Newsletters need not be fancy, custom-designed, or lengthy. Substance is more important than style. A newsletter should be informative and conveys knowledge, generates enthusiasm, and contributes to your public relations outreach; membership recruiting and retention; program development and reporting; and operational planning. The GFWC Newsletter Contest encourages clubs and state federations to establish a strong newsletter program aimed at increasing awareness about ongoing projects, programs, events, and issues that affect GFWC members, clubs, and communities.

### RECOMMENDED CONTEST IDEAS

- Appoint a club newsletter chairman.
- Identify a format that works best for your membership and your budget. Possibilities ranged from a plain, one page, photocopied document to more elaborate multi-page, colorful newsletter with photos.
- Newsletters should convey knowledge, generate enthusiasm, and enhance your club's public relations outreach; membership recruiting and retention; program development and reporting; and strategic plan.
- Determine the newsletter's frequency (i.e., monthly, bi-monthly, quarterly).
- Create an editorial calendar and set deadlines for article submission. Suggested topics include: President's Column, Member Profiles, Calendar of Events, Club News, Program Updates, Headquarters Highlights, and Club Accomplishments.
- Assign article writing to club members based on responsibilities as leaders and project organizers.
- When appropriate, solicit an article from a community leader (i.e. elected officials, chamber of commerce president) or program partner.

- Consider publishing thank you notes or letters of praise.
- Share information found in GFWC publications, using the appropriate copyright information, which can be found in the *GFWC Stylebook*.
- Include action photos, when possible, as they add interest to your newsletter.

*For more information on creating an informative and engaging newsletter, review the GFWC Public Affairs Advancement Guide in the GFWC Club Manual.*

## **JUDGING CRITERIA**

Entries will be judged and award points on the following elements

- Content quality, including timeliness, clarity, and member impact
- Presentation
- Design
- Inclusion of entry requirements

## **NEWSLETTER CONTEST ENTRY REQUIREMENTS**

- Only one newsletter per club/state federation may be submitted.
- Newsletter must have been printed and clearly dated during the reporting year.
- Front page for each newsletter must contain prominent display of the official GFWC emblem and mention of membership in the General Federation of Women's Clubs. Refer to the *GFWC Stylebook* for GFWC Trademark Use Policies.
- Newsletter entries must include contact information for at least one member, defined as e-mail address, telephone number, and/or mailing address.
- All entries must be printed and sent via postal mail, postmarked no later than March 15 in the year in which they will be judged, to GFWC Newsletter Contest, GFWC, 1734 N Street NW, Washington, DC, 20036-2990. Envelope must be clearly marked *GFWC Newsletter Contest*.
  - Cover letter must include:
    - Club or state federation president's name and contact information
    - Name and contact information of individual submitting the entry
    - Number of members in the club/state
    - Approximate circulation
    - An essay of no more than 250 words describing the club's/state federation's approach to utilizing its newsletter.

- Clubs and states with electronic newsletter must follow the same entry rules. Printed copies of electronic newsletters are required.

## **AWARDS**

### *Clubs*

A \$50 award is given annually at the GFWC Annual International Convention to one club in the nation to recognize creativity and outstanding achievement in producing a club newsletter.

### *State*

GFWC certificates are awarded annually at the GFWC Annual International Convention to one state federation in each membership category to recognize creativity and outstanding achievement in producing a state federation newsletter.