

NEWSLETTER CONTEST

Newsletters are one of the most effective and efficient methods of informing GFWC members about current, ongoing, and new initiatives.

This GFWC-WI Newsletter Contest encourages Wisconsin clubs to establish a strong newsletter program aimed at increasing awareness about ongoing projects, programs, events, and issues that affect GFWC members and communities. This type of publication need not be elaborate or lengthy. Substance is more important than style. A newsletter should be informative and generate enthusiasm, while contributing to public relations outreach, membership recruitment and retention, and program development.

Judging criteria:

Entries will be judged on the following elements:

- Content quality, including timeliness, clarity, and member impact
- Presentation and design
- Adherence to rules

Contest rules:

- Only **one** newsletter issue per club may be submitted.
- The newsletter must have been printed and clearly dated during the contest year (January-December)
- The front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC.
- The entry must include a cover letter containing the following
 - Club president name and contact information
 - Name and contact information of individual submitting the entry
 - An essay of no more than 250 words describing the club's approach to utilizing the newsletter.
- Newsletters and cover letters may be printed and mailed or sent electronically to:

Loretta Caron
6107 7th Avenue
Kenosha, WI 53143
Loretta_Caron@sbcglobal.net

If sent electronically, subject line should read GFWC-WI NEWSLETTER CONTEST ENTRY

Deadline:

Entries must be postmarked by March 15th or emailed by 11:59 p.m. on March 15th

Awards:

A Category I and Category II will be awarded annually at the State Convention.

WEBSITE CONTEST

Websites for clubs are a wonderful tool to share information in a quick, timely manner.

The GFWC-WI Website Contest aims to challenge Wisconsin clubs to employ their websites as membership tools with organized and updated content that presents a professional and credible source of information. A website that is updated regularly presents the information to your members and potential members in a timely manner. This is a great source to spread the word of the Federation on the web.

Judging Criteria:

Entries will be judged on the following elements:

- The website homepage must contain a link to www.GFWC.org and www.gfwc-wi.org.
- The website must include contact information for at least one member, defined as email address, telephone number, and/or mailing address.
- The website will be evaluated for ease of use on a PC/Laptop, a tablet, and a cell phone.

Contest rules:

- Only one website per club may be submitted.
- The website may continue to be updated after the contest deadline date.
- Your submission entry must include:
 - Club name
 - Website address
 - Club president name and contact information
 - Name and contact information of individual submitting the entry
 - An essay of no more than 250 words describing the club's approach to utilizing the website.
- Website and cover letters must be sent electronically with subject line to read GFWC-WI WEBSITE CONTEST ENTRY to:

Loretta Caron
Loretta_Caron@sbcglobal.net

Deadline:

Entries must be emailed by 11:59 pm on March 15th

Awards:

A Category I and Category II will be awarded annually at the State Convention.