



NEWSLETTER CONTEST

AWARDS, CONTESTS, and GRANTS

 Visit www.GFWC.org/ClubManual for updates and more information.

NEWSLETTERS ARE ONE OF THE MOST EFFECTIVE AND EFFICIENT METHODS OF INFORMING GFWC MEMBERS ABOUT CURRENT, ONGOING, AND NEW INITIATIVES.

This type of publication need not be elaborate or lengthy. Substance is more important than style. A newsletter should be informative and generate enthusiasm, all while contributing to public relations outreach, membership recruitment and retention, and program development. 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 and communities.

JUDGING CRITERIA

Entries will be judged and awarded points on the following elements:

- Content quality, including timeliness, clarity, and member impact (30%)
- Presentation (30%)
- Design (30%)
- Adherence to rules (10%)

DEADLINE

Entries must be postmarked by March 15 in the year in which they will be judged.

AWARDS

CLUBS

A \$50 award is given annually at the GFWC Annual 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 Convention to one State Federation in each membership category to recognize creativity and outstanding achievement in producing a State Federation newsletter.



2014-2016 Communications and Public Relations Chairman

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CONTEST RULES

- Only one newsletter issue per club or State Federation may be submitted.
- The newsletter must have been printed and clearly dated during the contest year (January 1-December 31).
- The front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC. Refer to the GFWC Stylebook for GFWC Trademark Use Policies at www.GFWC.org.
- Newsletter entries must include the contact information of at least one member, defined as an email 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, 1734 N Street NW, Washington, DC, 20036-2990.
The envelope must be clearly marked GFWC Newsletter Contest.
- Your entry must include a cover letter containing the following:
 - 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 Federation
 - Approximate circulation
 - An essay of no more than 250 words describing the club's/State Federation's approach to utilizing its newsletter
- Clubs and State Federations with an electronic newsletter must follow the same entry rules. Printed copies of electronic newsletters are required.



For ideas on creating an informative and engaging newsletter, refer to the Communications and Public Relations Advancement Guide at www.GFWC.org/ClubManual.