



2022-2024 COMMUNICATIONS AND PUBLIC RELATIONS COMMITTEE

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Visit the GFWC Member Portal
for the following information:

2022-2024
COMMUNICATIONS AND
PUBLIC RELATIONS
Club Manual

COMMUNICATIONS AND
PUBLIC RELATIONS
TOOLKIT

Contest Information:
GFWC Newsletter Contest
GFWC Website Contest

WWW.GFWC.org

It's That Time of the Year – AWARD ENTRIES

There are two types of entries for Communication & Public Relations (CPR): **State Award Entries** and **Contests**. Here's what you need to know for each one.

- **State Award Entries** – the three (3) sections include:
 1. **Top 10 Projects** across your state (*limit 2 pages*)
 - Write a brief summary on each of the 10 projects.
 - You can include the statistics on these projects.
 - We encourage you to “Think outside the box” when reporting on these projects. Some examples are CPR games or activities; Round Robin phone calls; Creative posts on social media; and Creative signage or town murals.
 2. Choose one **Most Creative** project (*limit 1 page*)
 - You can include the statistics on this project.
 - Include how the project promoted GFWC and include communication tools.
 3. Summary of **State & CPR Chairman Activities** (*limit 1 page*)
 - This entry should include CPR activities at your state events. These are few ideas:
 - Did you have an activity at your state convention or other meetings?
 - Did you have a CPR article in your state newsletter?
 - How did you promote CPR in your state?
 - Be sure to include activities of your CPR chairman.
 - **No statistics are included** with this summary.

This information pertains to the Award Entries:

- All activities occurred between January 1 and December 31, 2022.
- The CPR Award Entry must include:
 - Cover Sheet – found in the portal: C for club manual: Forms
 - Top 10 Creative Projects
 - Most Creative Project
 - State & CPR Chairman Activities
- Entries must be emailed or postmarked by *March 15, 2023*.
- Email to: CPRentries@charter.net (*preferred*) or send to Jen Nowak, GFWC CPR Chairman, 51 Glenn Drive, Wilbraham, MA 01095.
- All entries will be judged based on the 2022-2024 GFWC Award Categories by state membership totals.

The General Federation of Women's Clubs is a unifying force, bringing together local women's clubs, with members dedicated to strengthening their communities and enhancing the lives of others through volunteer service. With over 60,000 members in affiliated clubs in every state and more than a dozen countries, GFWC members are community leaders who work locally to create global change by supporting the arts, preserving natural resources, advancing education, promoting healthy lifestyles, encouraging civic involvement, and working toward world peace and understanding. For more information, please visit www.GFWC.org or call 1-800-443-GFWC (4392).

Contest Entries ~ Websites and Newsletters

Newsletter Contest - This contest can be submitted by the state or by a club.

- **State Newsletter Contest** - One entry per state from: Women's Club, Junior Women's Club or Juniorette Club
 - Entries will be judged on the following elements:
 - Content quality, including timeliness, clarity, and member impact (30%)
 - Presentation (30%)
 - Design (30%)
 - Adherence to rules (10%)
 - The newsletter must have been published and dated January 1 – December 31, 2022.
 - The front page of the newsletter must prominently display the official GFWC emblem and mention membership in GFWC.
 - Create a cover letter to be included with your entry which contains the following:
 - Club or State Federation president's name and contact information.
 - Name and contact information including email address, telephone number and mailing address of the person 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 approach to utilizing its newsletter
 - All entries must be *printed* and sent via postal mail, postmarked no later than March 15, 2023. This applies to electronic newsletters as well.
 - Mail your entry to Jen Nowak, GFWC Newsletter Contest Chairman, 51 Glenn Drive, Wilbraham, MA 01095. The envelope must be clearly marked GFWC Newsletter Contest.
- **Club Newsletter Contest** – Every GFWC club can submit a newsletter entry.
 - All of the same criteria for the State Newsletter apply to the Club Newsletter entries. (read above)

Website Contest - This contest can be submitted by the state or by a club.

- **State Website Contest** - One entry per state from: Women's Club, Junior Women's Club or Juniorette Club
 - Entries will be judged on the following elements:
 - Ease of navigation
 - Overall appearance
 - Links to GFWC website and State website (if applicable)
 - Links to GFWC/State/Club affiliate organizations
 - Current and relevant information
 - Ease of ability to contact.
 - *Private Member Only" area will not be judged.
 - To enter the contest, include in the body of the email the following:
 - Club or State Federation name
 - Website address
 - President's name and contact information including email address.
 - Name and contact information of person submitting the entry.
 - Number of club/State Federation members
 - 250-word essay describing why their website is a valuable resource to members and potential members.
 - Submissions must be made via email to CPREntries@charter.net by March 15, 2023.
 - The subject line of the submissions email must read Website Contest Entry.
- **Club Website Contest** – Every GFWC club can submit a website entry.
 - All of the same criteria for the State Website apply to the Club Website entries. (read above)

Awards for both Newsletter and Website Contests:

State Level: GFWC certificates will be awarded to one State Federation in each membership category.

Club Level: A first, second, and third place certificate will be awarded to three clubs in the nation.