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|  | General Federation of Women’s Clubs of North Carolina **2018-2020 GFWC-NC Communications and Public Relations**  **Award Entry**  **Page 1 of 2**  (Please copy form for both reporting years of this administration) |  |

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| **Jennifer Nelson, Chairman**  6744 Wheeler Dr., Charlotte, NC 28211  Cell Phone: 207-232-6252  maineiacrunner@gmail.com | **Deadline: MIDNIGHT, February 1st**  **Postmarked or Emailed**  **Submit three (3) copies of this Entry Form and your Narrative to the Chairman** |

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| --- | --- | --- | --- |
| **Club Name** | | **General/Junior** | |
|  | |  | |
| **Address/City** | | **Total # of Club Members** | **District** |
|  | |  |  |
| **Club President’s Name** | **Phone #** | **Email Address** | |
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**CLUB TOP 5 PROJECTS (only):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Project/Program** | **# Programs**  **& Projects** | **# Members Participating** | **Volunteer Hours** | **Dollars Donated** | **In-Kind Donations** |
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**CREATIVITY ENTRY:** Choose one of your top **five** entries to be judged for the **Club Creativity Project.**

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| **CREATIVE PROJECT:** |  |

**Award Entry Instructions:**

The Elizabeth Huntley Maddrey Tray (donor) is awarded to the club (General or Junior) whose entry best meets the award criteria and reports the most effective program in communications and/or public relations, implementing the tools for proper communication, public awareness and public relations. See Judges Criteria for additional information. Narratives submitted (not to exceed **three** (3) pages) should support the criteria listed below. Copies of a one issue of a newsletter and a membership brochure may be included and are in addition to the narrative.

* List (up to but no more than) your top **FIVE** (5) projects and/or programs held in this program area.
* Choose ONE project or program for the Club Creativity Project Award Entry. This entry will be judged in addition to the Overall Award Entry.
* (1) overall winner and (1) creative winner will be chosen.
* Include information about the impact of your project upon the community and list other community groups involved.
* Include specific information detailing the effectiveness of these efforts (examples: number of members who participated, number of new members recruited, special awards received, website hits, “likes,” etc.)
* You may combine information into a Program, such as Club materials (brochure, newsletter, yearbook); Social Media (Twitter, Facebook, Instagram).
* Copies of a one issue of a newsletter and a membership brochure may be included and are in addition to the narrative.
* Keep one copy of this report for your club’s files.
* Award Entry Narratives are limited to three (3) additional pages, single-spaced, no less than 10pt type.
* Separately – total ALL your club projects/programs, hours, dollars and number of members in this program for entry on the CP&S Form.

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|  | General Federation of Women’s Clubs of North Carolina **2018-2020 GFWC-NC Communications and Public Relations**  **Award Entry**  **Page 2 of 2**  (Please copy form for both reporting years of this administration) |  |

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| **Jennifer Nelson, Chairman**  6744 Wheeler Dr., Charlotte, NC 28211  Cell Phone: 207-232-6252  maineiacrunner@gmail.com | **Deadline: MIDNIGHT, February 1st**  **Postmarked or Emailed**  **Submit three (3) copies of this Entry Form and your Narrative to the Chairman** |

|  |  |
| --- | --- |
| **Club Name** | **General/Junior** |
|  |  |

*(leave this area blank – to be completed by judges)*

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| **Judges Criteria:** | **Possible Points** | **Points Awarded** |
| 1. Club Materials:  * membership brochure, include a copy   + Connection to GFWC-NC and GFWC   + Content – such as: Club purpose, Club Programs & Projects, Membership information, Membership benefits, Club history * club newsletters, *you may include a copy, no more than one newsletter*   + General Information - Identification, date of issue, name and mailing address of President and/or Editor.   + Content - President’s message, notice of meeting, program agenda, CSP news, club activities, Member recognition, personal news, humor, quotes, inspiration. * club yearbook, include a description of your yearbook – and what it contains | **15** |  |
| 1. Sharing of Federation news: GFWC / GFWC-NC / District | **10** |  |
| 1. Community PR/General information about the club’s communications & public relations programs – such as:  * Broadcast/print media/advertising (EX press releases, public service announcements, newspaper or magazine articles, television, radio) * Technology/Internet (EX: club website, email, social networking such as *Facebook* or *Twitter, Instagram* etc.) * Visibility in the community (EX: joint projects with other organizations, club t-shirts, banners, social receptions or other events in community) * Other / Unique communication and public relation programs | **40** |  |
| 1. Information regarding the effectiveness of club’s programs – such as:  * % members who participate * Increase in membership * Fund-raising successes * Website “hits” * Other (EX: special awards received) | **25** |  |
| 1. Overall presentation - quality and readability of narrative report | **10** |  |
|  | **TOTAL:** | **\_\_\_\_\_** |