

Club Communications Award Criteria

The District Eight Club Communications Award **becomes effective for the 2011-2012 Club year, REPLACING THE NEWSLETTER AWARD.** It recognizes Clubs whose exemplary efforts in Club communications keep their members informed and excited about their Club happenings. It was developed in part to help even the playing field among Clubs that make use of today's quickly evolving electronic communications. Regardless of whether your Club publishes a traditional, paper-based newsletter or disseminates its information solely via e-mail or Web site, this award is for you. It is NOT a "newsletter" award as we have used in the past. The award criteria are based SOLELY on the **quality** and **content** of the information—how informative and useful it is for your members and how easily they can use it to further their mission as Altrusans—and each Club is judged on its merits alone, not compared with other Clubs.

Extra points are awarded for intangibles like creativity, use of electronic avenues, club publicity garnered through community media outlets, and marketing potential of your items. These factors will come into play ONLY in the event of a "photo-finish," when the entries are too close to determine a clear winner.

Descriptions and suggestions for each of the content areas are below.

- **Altrusa Branding.** Use of the Altrusa logo, full correct name and location of the Club, editor's name and contact information. Your communications should be instantly recognizable to your members and easily converted into a recruitment tool. This should be in the style and format as recommended by Altrusa International's guidelines concerning branding and consistency.
- **President's Message.** Your Club president should communicate at least monthly with the membership, offering encouragement, inspiration, and kudos as warranted. Include the president's full name and contact information.
- **Service Project Previews and Reports.** Members in charge of each project should give periodic updates to let members know what they can do to help. When a project is wrapped up, a complete report should be given to explain the project's success.
- **Committee Reports.** Every standing committee should report regularly on its activities and the progress toward its goals.
- **Board Action.** Keep your members informed of what your Board of Directors is doing. All actions of the Board should be reported.
- **Meeting Previews and Reports.** For previews, include time, date, and place, as well as a short description of the program. For reports, give enough information to encourage those who missed the meeting to come next time!
- **Club Calendar.** Include any relevant dates such as service projects, membership activities, deadlines, birthdays, District events, and U.N. Observance days.
- **District News.** Board actions, workshops, Conference notices/reports, news of other clubs. Try to report news that your members might not be able to get elsewhere.
- **International and International Foundation News.** Board actions, highlights from club mailings (to your President), Convention notices, grant recipients, policy announcements, nominations for International officers, etc.
- **Altrusa Accent.** A short item emphasizing an Altrusa fact, historical point, or happening—this is a great avenue to help train your newer members!
- **Member Highlights.** New members' yearbook information, news of promotions and other honors, brags, birthdays, illnesses, etc.

To submit your Club's communications for consideration for this award, closely follow the instructions provided on the Club Communications Award Submission Sheet.

2011-2012 Club Communications Award Submission Sheet

Please fill out this sheet and submit it along with the required samples of your communications.

NOTE: This form may be completed and submitted electronically.

Altrusa International Inc. of _____

Submitted by _____ Title _____

1. Please complete the chart below.

Check all that apply	Type of News Vehicle Submitted	Frequency of distribution/update
	Printed Newsletter	
	Electronic Newsletter	
	Web site	
	E-mailing	
	Other (describe)	

2. Describe your Club communication. On ONE separate sheet ONLY, describe your Club's efforts in keeping its members informed AND how you get the word out in the community through the use of publicity.

3. Required attachments. Your submissions for any of the areas you indicated above will be judged ONLY if the required attachments are provided. You are responsible for ensuring the District Eight Communications Chair and additional two judges receive all intended attachments.

- **Printed Newsletter:** Send up to 3 copies of your best newsletters
- **Electronic Newsletter:** Send up to 3 representative copies of your communication.
- **Web Site:** Provide URL here _____
- **E-mailing:** Send up to 5 representative copies of your communication.
- **Other Communication:** Send up to 5 representative copies of your communication.
- **Club Publicity:** Send up to 5 samples of publicity your club has received from community media this year.

Send this form and any physical and/or electronic attachments by the deadline printed the in the Call to Conference DSB – Addresses/Emails for the three judges will be included in this DSB.

For Judge's Use Only

Received (Date: _____)

_____ Printed Newsletter (_____ copies of _____ issues)

_____ Other (describe)

_____ Electronic Newsletter (_____ copies of _____ issues)

_____ Web site (URL works? Yes No)

_____ E-mailing (_____ copies of _____ e-mails)

_____ Publicity samples

2011-2012 Club Communications Award Judging Sheet

Circle One: Judge #1 Judge #2 Judge #3

Altrusa International Inc. of _____

Note: Points are awarded at judges' discretion collectively for ALL pieces submitted for judging.	Maximum Points	Points Awarded	Judge's Comments
CONTENT			
Altrusa Branding	10		
President's Message	15		
Service Project Previews and Reports	12		
Committee Reports	12		
Board Actions	4		
Meeting Previews and Reports	12		
Club Calendar	4		
District News	4		
International and International Foundation News	4		
Altrusa Accent	2		
Member Highlights	2		
USEFULNESS and READABILITY			
Clean, complete information that enables ease of use for members	10		
Pleasing arrangement or layout	2		
Communicative writing style, grammar, spelling	5		
Ease of distribution	2		
TOTAL POINTS SCORED			

EXTRA POINTS			
Creativity—photography, graphic design, etc.			
Use of electronic communication methods			
Club publicity—Quantity and quality			
Other _____			
TOTAL BONUS POINTS			