



District Nine CLUB COMMUNICATIONS AWARD CRITERIA

The District Nine Club Communications Award recognizes Clubs whose exemplary efforts in communications keep their members informed and excited about their Club happenings and help raise awareness of Altrusa in their local communities. Regardless of whether your Club publishes a traditional, paper-based newsletter or disseminates its information solely via e-mail or website, this award is for you.

The award criteria are based 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 2011 Altrusa logo (only), correct fonts on printed pieces (Franklin Gothic Book for text, Franklin Gothic Demi for headlines), use of photos as opposed to clip art, including the tagline “Leading to a better community” (in the logo is OK), language that reflects gender neutrality unless referring directly to a person.
- **Club Identification.** Full correct name and location of the Club and contact information. Your communications should be instantly recognizable to your members and easily converted into a recruitment tool.
- **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.

CLUB COMMUNICATIONS AWARD SUBMISSION SHEET

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

Altrusa International Inc. of _____ Texas

Submitted by _____ Title _____

1. Please complete the chart below. (Utilization of all categories is not required.)

| Check all that apply | Categories of Communications Submitted | Frequency of distribution/update | Number of Representative Samples |
|----------------------|---|----------------------------------|----------------------------------|
| | Printed Newsletter | | 3 |
| | Electronic Newsletter | | 3 (if different from above) |
| | Web site | | N/A |
| | E-mailing | | Up to 10 |
| | Publicity | | Up to 10 |
| | Other (Please List) See examples below | | Up to 10 |

2. Description of Club Communication: On ONE (1) separate sheet of paper describe your Club's efforts in keeping members informed AND how you get the word out in the community through the use of publicity.

3. Categories of Communications and Required Samples: (Explanation of Requirements)

Your submissions for any of the areas you indicated in the chart in Section 1 above will be judged ONLY if the required samples are provided. Three judges will judge the entries, therefore, THREE (3) complete "hard" copies of all samples must be submitted. It is recommended to submit each complete copy in a separate notebook with dividers for the categories your club utilized during the year. Below are the categories

- **Printed Newsletter:** THREE HARD COPIES of your 3 best issues.
- **Electronic Newsletter:** THREE "HARD" COPIES of your 3 best electronic newsletters (if different from above).
- **Web Site URL:** (e.g. URL for District Nine is <http://www.altrusadistrictnine.org>)
- **E-mailing:** THREE "HARD" COPIES of UP TO 10 representative email communications.
- **Club Publicity:** THREE "HARD" COPIES of UP TO 10 samples of publicity your club has received from community media this year.
- **Other Communications:** THREE "HARD" COPIES of UP TO 10 representative samples of other types of communications not listed above (e.g. Flyers, Mailings, Facebook, Displays, etc.).

Club Communications Award Submission Sheet (Cont'd)

Altrusa International, Inc. of _____, Texas

Send this form and 3 hard copies of your submission BY JUNE 1 to the

CLUB COMMUNICATIONS AWARD COORDINATOR

(A member of the Communications Committee; included with the District Nine Program Team list.)

For Coordinator'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

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 | | |
| Club Identification | 5 | | |
| President's Message | 10 | | |
| 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, gender neutrality | 5 | | |
| Ease of distribution | 2 | | |
| TOTAL POINTS SCORED _____ | | | |

| EXTRA POINTS | | | |
|--|---|--|--|
| Creativity—photography, graphic design, etc. | 5 | | |
| Use of electronic communication methods | 5 | | |
| Club publicity—Quantity and quality | 5 | | |
| Other _____ | 5 | | |
| TOTAL BONUS POINTS _____ | | | |