

Website Contest

OBJECTIVE: Encourage and recognize efforts of GFWC clubs to establish and maintain strong programs of online communications

ACTION PLAN

Effective outreach to members and communities increasingly relies on the ability to share information through a presence on the Internet. Simple, well-organized, and frequently-updated websites convey credibility, enthusiasm, and effectiveness, and can be a key component in your club's public relations outreach; membership recruiting and retention; program development and reporting; and operational planning.

- o Appoint a website chairman for your club and state federation.
- o Identify a technology solution that works with your level of knowledge—possibilities include full technological support by a professional, assistance provided by tech-savvy friends or family, volunteers from local schools looking for practical experiences, to running and maintaining your website on your own.
- o Secure a domain name that properly and simply portrays your federated name, and includes 'GFWC'. Refer to *GFWC Club Website Basics*, available through the GFWC Marketplace (www.GFWC.org/Marketplace).
- o Link to www.GFWC.org to show that your club is a part of GFWC.
- o Add your club's website address to all of your printed materials, including press releases, business cards, brochures, fliers, and posters.
- o Gather content from a variety of sources:
 - Compile all of your existing resource and collateral materials and add them to the website.
 - Add the names of your officers along with their contact information.
 - Begin a history of your club and keep detailed information going forward. You can even begin to fill in information from the past to create a full history of your club.
 - Announce meetings, events, and project-related activities on your website.
 - Create a mailing list feature so that members and interested community members can receive e-mails about your activities.
- o Publicize your website to your members and community.
- o Develop a plan for updating your website, sharing responsibility for writing new content among all members of your club.

CONTEST GUIDELINES

JUDGES WILL AWARD POINTS AS FOLLOWS TO ALL GROUPS

- o Quality of content, timeliness, clarity, and writing style: 50 percent
- o Presentation, design, and ease of use: 25 percent
- o Required elements as outlined: 25 percent

ENTRY REQUIREMENTS

- o The homepage for each website must contain a link to www.GFWC.org.
- o Clubs and states may submit only one website address each.
- o All websites must include contact information for at least one member of the club, defined as e-mail address, telephone number, fax number, or mailing address.
- o New websites must include 'GFWC' in their URL.



"MY BASIC RULE IS TO SPEAK SLOWLY AND SIMPLY so that my audience has an opportunity to follow and think about what I am saying." *GFWC notable clubwoman Margaret Chase Smith*





Website Contest

- Websites may continue to be updated after they are submitted for the contest.
- Submissions must be made by e-mail to GFWC Communications and Public Relations Director at PR@GFWC.org.

2009 WEBSITE CONTEST SUBMISSIONS

- Subject line of submission e-mail should read *2009 Website Contest Submission*.
- E-mail submission must be received by March 15, 2009, and time-stamped by 11:59 p.m.
- E-mail must include the club or state name, website address, president's name and contact information, name and contact information of the individual making the submission, number of members in the club or state, approximate launch date of website (if known), and 250 words regarding the club's or state's approach to updating and using their website. Include the name of the website designer and a note whether this person is a web design professional and whether the club paid for design services.
- **NEW Club Website Submissions:** To qualify for submission in this category, your club's URL may not be listed on GFWC's online registry of club websites before March 15, 2009 at 11:59 p.m.
- **EXISTING Club Website Submissions:** To qualify for submission in this category, your club's URL must already be listed on GFWC's online registry of club websites before March 15, 2008 at 11:59 p.m.

2010 WEBSITE CONTEST SUBMISSIONS

- Subject line of submission e-mail should read *2010 Website Contest Submission*.
- E-mail submission must be received by March 15, 2010, and time-stamped 11:59 p.m.
- E-mail must include the club or state name, website address, president's name and contact information, name and contact information of the individual making the submission, number of members in the club or state, approximate launch date of website (if known), and 250 words regarding the club's or state's approach to updating and using their website. Include the name of the website designer and a note whether this person is a web design professional and whether the club paid for design services.
- **NEW Club Website Submissions:** To qualify for submission in this category, your club's URL may not be listed on GFWC's online registry of club websites before March 15, 2010 at 11:59 p.m.
- **EXISTING Club Website Submissions:** To qualify for submission in this category, your club's URL must already be listed on GFWC's online registry of club websites before March 15, 2009 at 11:59 p.m.

DEADLINES: Entries must be made by e-mail to PR@GFWC.org and must be time-stamped by 11:59 p.m. on March 15 in the year in which they will be judged.

AWARDS

CLUBS

A \$50 award is given annually to one club in the nation to recognize creativity in implementing a new club website and to one club in the national to recognize creativity in maintaining an existing website.

STATE

GFWC certificates are awarded to two state federations in each membership category to recognize outstanding achievement in the GFWC Website Contest—one for a new website and one for an existing website. Award presentations are made annually in honor of junior and general membership participation.

