



Florida District

Chapter Newsletter Competition



Purpose

Chapter newsletters are a vital component in the GWRRA communication chain. An excellent newsletter will provide clear, comprehensive information to the Chapter's participants so that they are kept up to date on happenings within the Chapter, District and GWRRA. The purpose of the Chapter Newsletter Award is to provide recognition to and honor a Chapter Newsletter Editor/Chapter Director whose newsletters are considered outstanding by the District.

The Chapter Newsletter Award is based on newsletters from the calendar year. The same Chapter is not eligible to win the Chapter Newsletter Award in two consecutive years.

Judging Guidelines

There is no requirement for a specific format, and each Chapter is free to choose how they wish to format their newsletter. The newsletter submitted for consideration may be in color or in black and white, and it must be the same newsletter that the Chapter members receive.

Keep newsletters to a reasonable length. This will encourage readers to read through the entire newsletter and will reduce postage and reproduction costs.

Chapter newsletter shall be submitted to the District Membership Enhancement Coordinator (MEC) each month. To qualify for the competition the Chapter must submit a newsletter each month. The preferred method for submitting a Chapter Newsletter is via email. Chapter newsletters can be submitted to FLDistrictMEC@tampabay.rr.com. Newsletter can also be submitted via regular mail.

Scoring guideline are in enclosure 1.

Process

- Chapter submits newsletter to District MEC monthly (example: February newsletter must be submitted during the month of February)
- A District panel will judge each newsletter and maintain scores
- Winning Chapter will be announced annually at the Florida District Chapter Conference



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Scoring Item	Points	Total
Front Page (* - items must be on the front page in order to receive credit)		
* Chapter name, initials or logo	5	_____
* Month and Year of Newsletter	5	_____
* Gold Wing Road Riders Association or the letters GWRRA	3	_____
* GWRRA Logo	3	_____
* GWRRA Motto	3	_____
* Chapter Directors' contact information	5	_____
* Date, Time, and Location of Monthly Gathering	5	_____
Chapter Officers and Team Listing	2	_____
GWRRA Directors Name	1	_____
District Directors Name	1	_____
Your Chapters Assistant District Director Name	1	_____
Articles from:		
Chapter Director	5	_____
Chapter MEC	5	_____
District Rider Educator	5	_____
Other Article	3	_____
Other Article	3	_____
Other Article	3	_____
Calendar of Events/List of Upcoming Rides	5	_____
GWRRA Membership Renew Date of Participants for the month	3	_____
Chapter Participant Birthdays & Anniversaries	3	_____
Chapter Activity Photos (tasteful utilization, depicts Chapter Life)	3	_____
District Goldwing Sponsor Advertisement	5	_____
District Event Listing	5	_____
Newsletter is well organized and easy to read	0 - 5	_____
Layout of the articles flows well and expresses the importance of each	0 - 5	_____
Newsletter is informative	0 - 5	_____
Information is current and timely	0 - 5	_____
Spelling and Grammar are correct	0 - 5	_____
Overall appearance/visually appealing	0 - 5	_____
TOTAL (Maximum 112)		_____