



Arizona Federation of Republican Women

2023 Club WEBSITE Awards

Participating clubs must e-mail the link to their websites to the Social Media Awards chair no later than October 1, 2023.

The following criteria will be used to judge the WEBSITE 170 points possible.

- 1. Appearance and Functionality 45 points possible**
 - Banner / Logo
 - Neatness (no clutter, legible, easy to read)
 - Ease of Navigation / Find information
 - Important information above fold - seen w/out scrolling down
 - Links/ Forms to RSVP
 - Meaningful / Current photos
- 2. Leadership 35 points possible**
 - About Us, Club mission / Goals
 - Officer Names/ Picture/Bios
- 3. Membership 40 points possible**
 - How to become a Member and Form link
 - Ways to Get Involved
 - Volunteer hours form
 - Club Roster / Directory
- 4. Information 50 points possible**
 - Means to Contact the Club
 - Calendar of Events
 - Links to Social Media
 - Bylaws
 - Links to AzFRW/NFRW news/meetings
 - Links to State/Local GOP news

170 Points Possible

Certificates will be presented for each clubs website that demonstrate outstanding use of their website to improve visibility of the club, attract members and promote the club activities. Presenting clubs must complete this form and submit to the AzFRW Social Media Awards Chair no later than October 1st.

Please **TYPE** or **PRINT** clearly:

Club Name: _____ Club _____
Club President: _____ Region _____
Email: _____ Phone: _____

Website link must be emailed to Social Media Chair, Carmel Scharenbroich at :carmelscharenbroich@gmail.com by **October 1, 2023**



Arizona Federation of Republican Women

Club Social Media Awards

Certificates will be presented for each club's social media accounts that demonstrate outstanding use of social media to improve visibility of the club, attract members and promote the club activities. Presenting clubs must complete this form and submit to the AzFRW Social Media Awards Chair no later than October 1st. Social Media includes Facebook, Twitter and Instagram.

The following criteria will be used to judge the social media: 140 Possible Point per Club.

1. Information	10 points possible
Club has Social Media	1-5 points
About Us/Bio Completed	1-5 points
2. Appearance	10 points possible
Design/Creativity	1-5 points
Graphics	1-5 points
3. Content	65 points possible
About Us/Bio Completed	1-5 points
NFRW Post Shares	1-10 points
AzFRW Post Shares	1-10 points
Unique Club Posts	1-10 points
Photos of board members & committees	1-5 points
Club meetings/speakers	1-5 points
Photos of members	1-5 points
Club Projects	1-5 points
Caring for America Activities	1-5 points
Ways & Means Activities	1-5 points
4. Political Action & Community Support	15 points possible
GOTV Efforts	1-5 points
Legislative Updates	1-5 points
Community Support Updates	1-5 points
5. Frequency	40 points possible
1-2 times per week	10 points
3-5 times per week	30 points
140 Total Points	

Participating clubs must submit their Social Media links to Carmel Scharenbroich Social Media Awards Chair, at carmelscharenbroich@gmail.com by October 1, 2023. Please **TYPE** or **PRINT** clearly:

Club Name: _____ Club Number: _____
Club President: _____ Phone: _____
Email: _____ Region #: _____
Club Facebook Link: _____
Club Instagram Link: _____
Club Twitter Link: _____
Other Platforms: _____