

2021 Club and Council Communications and Outstanding Club Awards Application Instructions

Introduction. The 2021 application procedures are continuing the greatly simplified application process that resulted in more club and council entries. **Clubs and councils do not need to submit judges.** Your council presidents are forming a committee of judges. We are looking for volunteers. Please contact Bill King, commawards@fwsa.org, to volunteer. If you haven't entered for a while, please look at this year's procedures and consider entering your club or council.

Outstanding Club Award. The number of criteria to be addressed have been reduced. To apply, provide the information for your club under each of the criteria in the Word document attached and email to Bill King, commawards@fwsa.org.

Club and Council Newsletter Awards. Submit ONE* newsletter in any of the following forms:

- 1) Any electronic format such as .pdf file, link to newsletter on website, Word document. Email to Bill King, commawards@fwsa.org.
- 2) Hard copy mailed to Bill King, 2019 NE 179th St. Unit D17 Ridgefield, WA 98642

*Newsletters will be judged according to the criteria attached. Submit what you think is the edition that is the best version that will match up with the criteria. You have until the submission due date (**July 25, 2021**) to make adjustments if you so desire.

Club and Council Website Award. Send link to website to Bill King, commawards@fwsa.org. Websites will be judged according to the criteria attached. Councils and clubs submitting a newsletter will automatically have their website considered unless they opt out. We discovered in 2017 that several clubs who submitted newsletters had very good websites, as well, but did not enter them.

Social Media Award: All classes of clubs and councils will compete together for this award initiated in 2021. Club or Council Site Admins can submit an Insights file (for either their Facebook Group or Facebook Page) to socialmedia@fwsa.org. Social media pages and groups will be judged according to audience growth, site activity, and audience engagement. Submit the Facebook Insights file for either the Facebook Page or Facebook Group that is the best version for your club or council that will match up with the criteria. You have until the submission due date of July 25, 2021

Classes for Competition:

Clubs submitting entries for the three above awards will be entered in the following classes for competition:

Novice: Clubs who either have never entered or haven't placed for the past 4 years.

Advanced: Clubs who have won second and third place for the past 4 years.

Masters: Clubs who have won first place for the past 4 years.