

GFWC Website Contest

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CONTEST PRINCIPLES

Effective outreach to members and communities increasingly relies on the ability to share information via the Internet. Clear-cut, 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. The GFWC Website Contest aims to challenge clubs and states to employ their websites as membership tools with organized and updated content that presents a professional and credible source of information.

RECOMMENDED CONTEST IDEAS

- Appoint a website chairman for your club.
- Create contact e-mail account (i.e., GFWC@GFWC.org, GFWCStudyClub@gmail.com) and assign someone to check it regularly.
- Identify a technology solution that works for 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 the website on your own.
- Secure a domain name that properly portrays your federated name in an uncomplicated manner, and includes 'GFWC.' Refer to GFWC Club Website Basics located in the GFWC Public Affairs Advancement Guide in the *GFWC Club Manual* or online at www.GFWC.org/ClubManual.
- Link to www.GFWC.org to show that your club is a part of GFWC.
- Include your website address to all printed materials, including press releases, business cards, brochures, fliers, and posters.
- Provide the following information on your website:
 - Compile all of your existing resources and collateral materials

- Announce meetings, events, and project-related activities
- Club, state, and GFWC federation history, noting important milestones and accomplishments, officers, past presidents, and other notable achievements
- Develop a plan for updating the website, sharing responsibilities for writing new content among the group.

WEBSITE CONTEST RULES

- Website homepage must contain a link to www.GFWC.org.
- Only one website per club/state federation may be submitted.
- Website must include contact information for at least one member, defined as e-mail address, telephone number, and/or mailing address.
- Website may continue to be updated after contest deadline date.
- Submissions must be made via e-mail to GFWC Public Affairs Department at PR@GFWC.org.
- Subject line of submission e-mail must read *Website Contest Entry*.
- Submission e-mail must be received by 11:59 p.m. EDT on March 15 in the year in which they will be judged.
- Submission e-mail must include:
 - Club/state federation name
 - Website address
 - President's name and contact information
 - Name and contact information of person submitting the entry
 - Number of club/state federation members
 - 250-word essay describing the club's/state federation's approach to updating and using its website

WEBSITE CONTEST AWARDS

Clubs

A \$50 award is given annually at the GFWC Annual International Convention to one club to recognize outstanding achievement in the GFWC Website Contest.

State

GFWC certificates are awarded annually at the GFWC Annual International Convention to one state federation in each membership category to recognize outstanding achievement in the GFWC Website Contest.