

# Gold Wing Road Riders Association



## **International Chapter Newsletter Award Program Guide**

January 2012

## History and Purpose

The Officer's Handbook states: Newsletters inform Members and Officers of what's going on. No matter how plain or fancy, the central purpose of its existence is to be a communications medium for and to the Members. Newsletters should be distributed at least monthly at no cost to all Chapter Participants.

The June Agee Memorial Chapter Newsletter Award was established in 2008 as a way to recognize Chapters for their hard work and dedication in developing a monthly Chapter Newsletter. To date, the International Team has reviewed outstanding Newsletters and recognized Chapters that participated. However, based on feedback from Chapters, Districts, and Regions, it is clear a modification to the current program was required.

Districts and Regions throughout GWRRA conduct their own Chapter Newsletter Award Programs. This program will not change any current guidelines for these programs. The intent of the International Chapter Newsletter Award Program is to enhance current Newsletter Programs by selecting an International Chapter Newsletter Award Winner. The International Chapter Newsletter Award Winner will be selected from Region Newsletter winners that are submitted from each Region.

Districts and Regions that do not currently have a Chapter Newsletter Award Program are encouraged to start a program and reward the hard work that goes into the Chapter Newsletter.

## International Chapter Newsletter Award Judging Guidelines

### Format

- There is no requirement for a specific format and each Chapter may choose their preferred format. Newsletters can be in black and white or in color. The Newsletter submitted for consideration must be the same as the Chapter Participants receive. There will be no points awarded or subtracted for either the format or color.

### Required Contents - Front Page (MUST contain all front page required information to continue with judging)

- Gold Wing Road Riders Association or the letters GWRRA
- Chapter's name or initials
- GWRRA Logo
- Region, District and Chapter letter designation
- Month and year

### Recommended Contents

- Chapter Gathering time and location
- Articles from Chapter Director, Assistant Chapter Director, Chapter Educator, Membership Enhancement Coordinator, Chapter Couple of the Year
- Articles - Chapter Members and Other Team members (maximum five articles will be scored)
- Articles from District, Region, National
- Chapter Officers and Team listing
- Calendar of Events/List of upcoming Rides
- Monthly Social Gathering Date and Location
- Awards and Member Recognition (Rider Education level achievements, training advancements, leadership qualifications)
- GWRRA Join Date of Members (month and year), birthdates, celebration dates, etc.
- Chapter Activity Photos
- GWRRA Moto
- Rider Education, Membership Enhancement, Leadership Training, and MAD Logos
- Promoting local Chapter, District, Region or International Events/Gatherings
- OTHER - something unique or out of the ordinary not covered by the above

### Other

- Newsletter is well organized and easy to read
- Overall appearance visually appealing
- GWRRRA Program Logos used properly and in correct context
- Lay out of articles flow well and express the importance of each
- Is the Newsletter informative
- Is the information current and timely
- Spelling and grammatically correctness
- Is the Chapter being kept current of happenings within GWRRRA

### Scoring

- A sample score sheet is included in the guide

## **Responsibilities**

### Chapter

- Submit Chapter Newsletters to District in accordance with current District Newsletter Award Program requirements

### District

- Submit winning Chapter Newsletter, from District Newsletter Award Program, to Region in accordance with current Region Newsletter Award Program requirements

### Region

- Submit winning Chapter Newsletter, from Region Newsletter Award Program, to International in accordance with current International Chapter Newsletter Award Program requirements.
- Each Region may submit only one yearly winning Chapter Newsletter.
- The International Chapter Newsletter Award Program is for the calendar year (January 1 thru December 31, 2012 and subsequent years)
- Newsletters must be submitted to the International Chapter Newsletter Award Coordinator no later than January 15<sup>th</sup> of the year following the award year (e.g. Newsletters competing for the 2012 award must be submitted by January 15, 2013)
- Submit Newsletters via email to: [national\\_Newsletters@verizon.net](mailto:national_Newsletters@verizon.net)

### International

- Select an annual International Chapter Newsletter Award Winner
- Notify winning Chapter along with Region and District
- Post winner on the Membership Enhancement Program website. Post winning Chapter Newsletter and/or a link to the winning Newsletter on the Membership Enhancement Program website
- Submit notification for addition in the GWRRRA E-news

### Awards

- Certificate identifying the time frame of the award
- Graphic for the Chapter Newsletter and website
- Post Newsletter and/or link to the winning Newsletter on the Membership Enhancement Program website during the year following the selection

### Points of Contact

District or Region Directors or Newsletter Award Coordinators

International Chapter Newsletter Award Coordinators

Kristen and Dennis Weston

[national\\_Newsletters@verizon.net](mailto:national_Newsletters@verizon.net)

## International Chapter Newsletter Award Score Sheet

Required - Front Page

(MUST contain all front page required information to continue with judging)

GWRRA Name or Initials  
Chapter Name or Initials  
GWRRA Logo  
Chapter, District and Region Letter Designation  
Month and Year

Contents		Points
Article	Chapter Director	5
	Assistant Chapter Director	5
	Chapter Educator	5
	Membership Enhancement Coordinator	5
	Chapter Members and Other Staff (maximum five articles)	5 - 25
	District	5
	Region	5
	International	5
	Chapter Officers and Team Listing	4
	Chapter Gathering Time and Location	4
	Calendar of Events/List of upcoming Rides	5
	Monthly Social Gathering Date and Location	4
	Awards and Member Recognition (Rider Ed level achievements, training advancements, leadership qualifications)	4
	GWRRA Join Date of Members (month and year), birthdates, celebration dates, etc...	3
	Chapter Activity Photos	3
	GWRRA Moto	3
	MEP, LTP, REP, MAD Logos	1 - 4
	Promoting local Chapter, District, Region or International Events	4
	OTHER - something unique or out of the ordinary not covered by the above	5
Other		Points
	Newsletter well organized and easy to read	1 - 5
	Overall appearance visually appealing	1 - 5
	GWRRA Program Logos used properly and in correct context	1 - 5
	Lay out of the articles flow well and express the importance of each	1 - 5
	Is the Newsletter informative	1 - 5
	Is the information current and timely	1 - 5
	Spelling and Grammatical correctness	1 - 5
	Is the Chapter being kept current of happenings within GWRRA	1 - 5