General Federation of Women's Clubs of North Carolina
2022-2024 Advancement Plan
Communications and Public Relations Award Entry

Chairman	Crystal O'Neal

DEADLINE: FEBRUARY 1st to submit a copy of the completed award entry form and supporting narrative.
Email to **Chairman** with timestamp no later than 11:59PM on (2/1). If mailed, postmark no later than 02/01.

Club Name		General/Junior	
Address/City		# Members	District
Club President's Name	Phone #	Email Address	

Up to 5 Projects	# Programs & Projects	Volunteer Hours	Dollars Spent	In-Kind Donations
TOTALS				

Choose one of your Club's **five** projects listed above to be judged for the **Club Creativity Award.**

Club Creativity Entry: _____

AWARD ENTRY INSTRUCTIONS

Awarded to the General or Junior Club whose entry best meets the award criteria in communications and public relations.

- **Up to 5 Projects:** List up to **(5)** projects in this area.
- **Creative Entry:** Choose **(1)** project as the Club Creativity Award entry. One Club will be chosen to represent GFWC-NC in the GFWC Contest.
- **Narratives:** Project narratives should be 300 to 500 words each, for up to 5 projects, on a maximum of three (3) pages, accompanied by the completed Award Entry Form. One copy of each type of club communications/public relations tools may be submitted (Newsletter and/or Membership Brochure) in addition to the project narratives.
- Keep one copy of your completed award entry for your club's files.

JUDGING CRITERIA AND POSSIBLE POINTS

Club Materials: Membership Brochure and Newsletter	**25**	
Sharing of Federation News: GFWC/ GFWC-NC / District	**10**	
Community PR/ General information about the club's Communications & Public Relations Programs- print, social media, web, television, radio, etc.	**25**	
Information regarding the effectiveness of club's programs – such as % members who participate, increase in membership, fundraising successes, community recognition or awards, etc.	**30**	
Overall presentation- quality and readability of narrative report	**10**	
TOTAL	**100**	