

Gold Wing Road Riders Association, Inc



MEMBERSHIP ENHANCEMENT DIVISION

CHAPTER NEWSLETTER AWARD

GUIDELINES

REVISED
DECEMBER 31, 2009

Section 1

Purpose

- The Membership Enhancement Division is always looking for ways to honor our Members while having “FUN”. All Chapters have a monthly newsletter that they work hard on. These newsletters provide Chapter participants with information and promote the FUN the Chapter is having. With this in mind, we the Membership Enhancement Division are offering an opportunity to not only share your newsletters with your Chapter, but with the whole organization by having a Membership Enhancement Division Chapter Newsletter Award.
- This guide establishes procedures for the Membership Enhancement Division to recognize the time, hard work and information GWRRA Chapters are putting out to Chapter participants via a Chapter Newsletter.

Background

- The GWRRA Officer’s Handbook (revised 9/08) states; “Newsletters let Members and officers know 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.”

Article 12 of the Officer Candidate Memorandum of Understanding (Rev. 9/09) states in part:

“Understand the monthly newsletter is to be: Provided by Chapter Directors, at no fee at least monthly, to all interested Chapter participants, Chapter Directors of the District and District Director.”

Award

- The Membership Enhancement Division Chapter Newsletter Award is broken down by quarters with the four quarterly award recipients considered for the top honor of Membership Enhancement Division “Best Chapter Newsletter of the Year.”
- To help promote submissions by all Chapters, each quarterly winner will be ineligible for future awards for the remaining quarters of that year. Each quarterly winner **must** continue to submit their monthly newsletters for scoring. The annual award is an accumulative award and failure to submit monthly newsletters will result in disqualification for the yearly award.
- The Chapter selected as “Best Chapter Newsletter - Quarter XX” and “Best Chapter Newsletter of the Year” will receive a certificate identifying the timeframe of the award. The Chapter will also receive a graphic, which can be displayed in the Newsletter and on their website identifying the award. The Membership Enhancement Division Web Site will post the winning quarterly Chapter Newsletters during the quarter following the selection. The annual winner (chosen from the four quarterly winners) will be posted on the Membership Enhancement Division Web Site during the year following the selection.
- Participation in this program is the sole responsibility of the Chapter and can be submitted by the Chapter Director or Newsletter Editor. Chapters should submit newsletters for consideration in accordance with the guidelines.

- The Membership Enhancement Division Chapter Newsletter Award does not replace any current programs, competitions or awards at the Region or District level. A Chapter does not have to be a District or Region newsletter winner to participate.

Section 2 Newsletter Guidelines

Format

There is no requirement for a specific format and each Chapter chooses their preferred format. Newsletters can be in black and white or in color. Your newsletter submitted for consideration must be the same as your Members receive. There will be no points awarded or subtracted for either format.

Judging Guidelines

The following criteria will be judged and should be included in the newsletter:

Front Page Required in accordance with the GWRRA Officer's Handbook: (MUST contain all front page required information to continue with judging.)

- The name "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

Suggested Contents:

- Article - Chapter Director
- Article - Assistant Chapter Director
- Article - Chapter Educator
- Article - Membership Enhancement Coordinator
- Article from District
- Article from Region
- Article from National
- Chapter Officers & Staff Roster
- Calendar of Events/List of upcoming Rides
- Monthly Social Gathering Date and Location
- Articles - Chapter Members & Other Staff (maximum five scoreable articles)
- Awards & Member Recognition (Rider Ed level achievements, training advancements, leadership qualifications)
- GWRRA Join Date of Members (month & year), birthdates, celebration dates, etc.
- Chapter Activity Photos
- GWRRA Moto
- GWRRA MED, LTD, Rider Ed Logos
- Promoting local Chapter, District, Region or National Events
- OTHER - something unique or out of the ordinary not covered by the above.

Overall Content

- Newsletter well organized and easy to read.
- Overall appearance visually appealing.
- GWRRA Division Logos used properly and in correct context.
- Does layout 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 in GWRRA?

Disqualification

- Special Editions for judging purposes will not be accepted. An exact copy of what the Members receive is what is to be submitted for consideration.
- Newsletters containing foul language, sexual content, racial or religious innuendo.
- Newsletters being used for “politicking or personal gain.”
- Newsletters containing promotion of other motorcycle associations meetings or socials.

Submission Requirements

- Chapter newsletters should be submitted via email to national_newsletters@verizon.net or mailed to:

Kristen & Dennis Weston
3500 Wayne St
Virginia Beach, VA 23452
- Newsletters must be received by the 5th of the following Month (ex. Newsletters for January need to be received by February 5th).

Scoring

- Scoring will be completed for the quarter by the 15th of each month following that quarter (April 15th, July 15th, October 15th and January 15th)
- Scoring for the annual award will be completed by January 15 and announced.
- A sample score sheet is included in Section 3.

Notification

- The Chapter, District and Region Directors of the quarterly winner will be notified via email and a phone call will be placed to the Newsletter Editor by the Newsletter Award Coordinators. The winner will also be posted on the Membership Enhancement Division Web Site.

**Section 3
National Newsletter**

Score Sheet	Points
Front Page Required	
GWRRA Logo	
GWRRA Name or Initials	
Chapter Name or Initials	
Chapter, District & Region Letter Designation	
Month and Year	
MUST contain all front page required information to continue with judging.	
Suggested Contents	
Article - Chapter Director	5
Article - Assistant Chapter Director	5
Article - Chapter Educator	5
Article - Membership Enhancement Coordinator	5
Article from District	5
Article from Region	5
Article from National	5
Chapter Officers & Staff Roster	4
Calendar of Events/List of upcoming Rides	5
Monthly Social Gathering Date and Location	4
Articles - Chapter Members & Other Staff (maximum five scoreable articles)	5-25
Awards & Member Recognition (Rider Ed level achievements, training advancements, leadership qualifications)	4
GWRRA Join Date of Members (month & year), birthdates, celebration dates, etc.	3
Chapter Activity Photos	3
GWRRA Moto	3
GWRRA MED, LTD, Rider Ed Logos	1 - 3
Promoting local Chapter, District, Region or National Events	4
OTHER - something unique or out of the ordinary not covered by the above.	5
Total Points	

Overall Content

Newsletter well organized and easy to read	1 - 5
Overall appearance visually appealing.	1 - 5
GWRRA Division Logos used properly and in correct context.	1 - 5
Layout 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 Grammatically correctness	1 - 5
Is the Chapter being kept current of happenings in GWRRA?	1 - 5
Total Points	<input type="text"/>