

GWRRA



Membership Enhancement Division

Chapter Newsletter Award

Guidelines

January 1, 2008

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 information and promote the FUN the Chapter is having. With this in mind, we in 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 Guidebook states; “Newsletters let Members and officers know what’s going on. Newsletters range from a few paragraphs on a single sheet of paper, to hefty little booklets, complete with advertisements, put out by a newsletter staff. But, no matter how plain or fancy, the central purpose of its existence is to be a communications medium for and to the members.”
- Article 6 of the Memorandum of Understanding (MOU) contract between Chapter Directors, Assistant Chapter Directors and District Directors states:
 - “Mail or provide at least monthly, a Chapter Newsletter, at no fee, to all participants of the chapter and provide a copy to your District Director, Region Director and the GWRRA Home Office. The newsletter should also contain information from the National, Regional and District level.”

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, a Chapter will be ineligible for the remaining quarters of that year once they have been selected, but should continue submitting their Newsletters for posting on the Membership Enhancement Division Web Site.
- The Chapter selected as “Best Chapter Newsletter - Quarter XX” and “Best Chapter Newsletter of the Year” will receive a certificate identifying the timeframe the award covers. The Chapter will also receive a graphic, which can be inserted into the Newsletter and website identifying the award. The Membership Enhancement Division Web Site will highlight the Quarterly Chapter Newsletter for the quarter following the selection. The annual winner (chosen from the four quarterly winners) will be featured on the Membership Enhancement Division Web Site for the next year. Chapters will receive recognition on a quarterly basis for submitted newsletters.
- Participation in this program is the sole responsibility of a chapter. Chapters should submit newsletters for consideration in accordance with the enclosed 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. Each Chapter chooses their preferred format. In accordance with the GWRRA Officer's Guidebook, several required items must be present on the front page of the newsletter. These items are:
 - 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
- Newsletters can be in black/white or in color. There will be no points awarded or subtracted for either format.

Judging Guidelines

- The following criteria will be judged:
 - GWRRA, Region, District, and Chapter Logos
 - Chapter Name or Initials
 - Listing of the Chapter Officers to include contact information
 - Listing of the Chapter Staff to include contact information
 - Chapter, District, Region and National news highlights.
 - Articles: Chapter Director, Assistant Chapter Director, Rider Educator, Couple of the Year, Membership Enhancement Coordinator, and Chapter participants who may wish to share something
 - Information about Chapter Participants: Birthdays, wedding anniversaries, anniversary dates of Members joining GWRRA
 - Calendar of events in a calendar format or a list of upcoming activities
 - Spotighting Chapter Participant/Participants: Spotighting a participant(s) for a job well done or introduction of Chapter participants.
 - Monthly Gathering/Meeting: Where, when and time of monthly meeting
 - Fun activities the Chapter is participating in.
- 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.
- A sample score sheet is included in Section 3.

Submission Requirements

- Mail hard copy of the Chapter newsletter for each month beginning with January 2008 newsletter to the following:
 1. Mort & Ruth Smith
807 Race Street
Catasququa, PA 18032
 2. June Agee
Membership Enhancement Division Director
63 S. Riverview Drive
East Peoria, Illinois 61611-9644

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, 2009).
- Scoring for the annual award will be completed by January 20th, 2009 and announced at that time.

Notification

- The Chapter selected for the quarter award will be notified via email (with the District and Region Directors copied) and a telephone call to the Chapter Director and Newsletter Editor by the Membership Enhancement Division Director. Winner will also be posted on the Membership Enhancement Division Web Site.

Section 3

Membership Enhancement Division Newsletter Award Score Sheet

AREA SCORED	ITEM	POINT VALUE	TOTAL
Front Page Required	GWRRA Logo	3	
	Gold Wing Road Riders Association or GWRRA	3	
	Chapter Name or Initials	3	
	Chapter, District and Region Logos (1 point for each)	3	
	Month and Year	3	
Contents	Article - Chapter Director	4	
	Article - Assistant Chapter Director	4	
	Article - Rider Educator	4	
	Article - Couple of the Year	4	
	Article - Membership Enhancement Coordinator	4	
	Article - Chapter Participants	4	
	Chapter Officers Contact Information	3	
	Chapter Staff Contact Information	3	
	Calendar / Schedule of events	2	
	Chapter Participant GWRRA Join Date (ex. 7-96)	3	
	Chapter Participant Anniversaries	3	
	Chapter Participant Birthdays	3	
	Chapter Participant Recognition	5	
	Chapter Activity Photographs - 2 or more pictures	5	
	Date/time location next Monthly Gathering	3	
	GWRRA MED, LTD and Rider ED LOGO's (1 point each)	3	
	Graphics / Clipart	2	
	GWRRA Motto	3	
	District Officers	1	
	District Schedule of Events	1	
	District, Region or National news briefs	1	
	Content – Overall content and "FUN" activities	20	
TOTAL			