

## WEB COMMUNICATION SUPPLEMENT 2018-2020

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### Website Access

- Utilize the NJSFWC website, found at [njsfwc.org](http://njsfwc.org), for forms, support and information. There is no longer any need to log into the site to access the MATERIALS menu. MATERIALS is where you will find specific documents and resources to help your club with projects and community service.
- Every club should have some kind of web presence. Design a club web page, website or blog; link your website to the NJSFWC, GFWC and town websites.
- If you have a Club website that is not linked to the NJSFWC site, please send the web address to [webmaster@njsfwc.org](mailto:webmaster@njsfwc.org) so a link can be created from the NJSFWC website to your Club site.
- If you don't have a web page or website, the webmaster would be happy to create a single page for your club on the NJSFWC site. There is a "Web Page Information Form" in the MATERIALS section of the website under "Web Communications." Just fill it out and send it to the webmaster at the address on the form.

**Individualized web instruction** for a club or member by telephone or at Federation Headquarters can be arranged by contacting [webmaster@njsfwc.org](mailto:webmaster@njsfwc.org). There are several hosts that allow you to create a free website. The webmaster will be happy to guide you through the process.

- **Contact [webmaster@njsfwc.org](mailto:webmaster@njsfwc.org) if you encounter a problem with the NJSFWC website.**

### Social Media

- **Like** the NJSFWC FACEBOOK page at [www.facebook.com/njsfwc](http://www.facebook.com/njsfwc)
- Create a Facebook page for your club to show the personality of your club and to promote club events to your members and to the public.
- Send photos and news to [facebook@njsfwc.org](mailto:facebook@njsfwc.org) for posting on the NJSFWC Facebook page. Be sure to send a brief description with your photo. The webmaster in consultation with the State Board makes the decision whether or not to post items that might conflict with NJSFWC events.

### Share Your Message

- Subscribe and submit club project information and photographs to **GFWC CLUBWOMAN Magazine** at [www.GFWC.org](http://www.GFWC.org).
- Subscribe to **eConnection**. eConnection is the NJSFWC broadcast email list for the latest information of interest to our members. Submit all your club members' emails to this list. The subscription form can be found on the NJSFWC website on the NEWS page and the MATERIALS page.
- Subscribe to GFWC's **News & Notes** at [gfwc.org](http://gfwc.org) website. News & Notes is a weekly internet news bulletin full of useful and new information from GFWC.

Review the 2018-2020 GFWC Communications and Public Relations Advancement Guide, available on the GFWC website, for ideas on creating an informative and engaging website

## NJSFWC WEBSITE CONTEST RULES

**REQUIREMENTS FOR WEBSITE - This is a statewide competition  
FIRST, SECOND, AND THIRD PLACE AWARDS WILL BE GIVEN.**

### WEBSITE Rules for Submission and Judging

- a. **Club name, NJSFWC of GFWC** must appear on home page.
- b. **District, Club President, and contact information** must appear in a clearly defined site menu choice. (ex: About Us)
- c. Website may continue to be updated after the competition deadline date

Certificates will not be issued at the District level. This is a statewide competition with certificates presented at Convention. Three awards will be given.

**WEBSITE:** judging based on the following criteria

- Presentation
- Ease in navigating through the site/page
- Federation Information
- Useful and Pertinent Information for Club Members

- **Each item is judged on its own merit.**
- **Scoring will not be provided.**
- **Comments will be provided by the judges for each entry.**

**Submit your intention of entering the competition by emailing the NJSFWC Webmaster between February 1st and 28th.** Website will be reviewed between **March 1st and March 15th**. Failure to adhere to rules will result in disqualification.

- In the 'Subject line' of the email, reference '**NJSFWC club website competition**'
- In the body of the email, **include your club name, contact person and the 'link' to the website.**

## **GFWC COMMUNICATIONS CONTESTS**

### **WEBSITE CONTEST**

#### **Award**

A \$50 award will be given at the GFWC Convention to the winning website entry of one club in the nation for outstanding website implementation and maintenance.

#### **Contest Rules**

- Only one website entry per club may be submitted.
- Website Homepage must contain a link to **www.GFWC.org**
- 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 the contest deadline date.
- Submissions must be made to **PR@GFWC.org**
- Subject line of the submission e-mail must read **Website Contest Entry**.
- The submission email must be received by 11:59 p.m. EDT on March 15 in the year in which website entries will be judged.
- Submission e-mails must include:
  1. Club/State Federation name
  2. Website address
  3. President's name & contact information
  4. Name and contact information of person submitting the entry
  5. Number of club/state federation members
  6. 250-word essay describing website's purpose and the club's approach to website maintenance