

COMMUNICATION RECOGNITION AWARD

Objective

- To provide a guideline for clubs to follow that will help them achieve the clubs internal and external communications goals
- To recognize the effort of the club for outstanding and effective communication through various mediums

Eligibility

1. Open to active Kinsmen, Kinette and Kin Clubs
2. Attain a minimum of 150 optional points

Management:

- a) All entries shall become the property of the Association and as such will not be returned to the club.
- b) Electronic versions are preferred and must include a CD sent to National for archive purposes.
- c) Award Affidavit must be submitted complete with signatures of the Club President with dates that apply, along with all phone lists and email contacts lists for members

Judging:

- Shall be administrated by the National Awards Committee

Reward:

- Every Club which submits a properly completed submission with a minimum of 150 points will receive a recognition certificate.

Communication Award Affidavit

INTERNAL COMMUNICATIONS:

	Pts	Pts	Date	Pres Signature
Bulletin/Newsletter (printed or electronic) Member News, Blog or Forum on Club Website, Club E-Newsletters, other internal communication pieces	10 points each to a max of 60			
Club Phone outs-	2 points each to a max of 20			
List of Club members e-mail addresses, and phone numbers. If the club has everyone's contact information then they receive 10 points. Please attached list to back of submission.	20%-2 points 40%-4 points 60%-6 points 80%-8 points 100%-10 points			
What does your club do to ensure effective Communication among members? Please attach list of methods. If there is a conflict within your club? How does your club use communications to solve the problem? Please attach list of methods.	2 points per method _____ 2 points per method to a max of 10 points			
Contact with National and other Clubs: List clubs (including member's name) and National HQ staff who you communicate with on a regular basis	2 points per contact to a max of 10 points			

Total Points:

	Pts	Pts	Date	Pres Signature
Marketing Communications:				
Advertising: Provide newspaper, television, and Radio ads This includes paid advertisements and PSAs- A list of dates and brief explanation of each will suffice.	10 pts each to a max of 60			
Marketing Materials: Provide club brochures, rack card, post card, posters etc (sent out or displayed) Logo Usage: Attach marketing materials and club material showing crest(s) your club is using.	5 points each to a max of 50 _____ 10 points for correct crest usage			
Branded Club Materials: business cards, letterhead, envelopes, banners, apparel, pins etc with Kin Canada logo included on all. A list will suffice.	5 points each to a max of 25			

EXTERNAL COMMUNICATIONS

Website: Create and/or maintain an up-to-date website (include web address and how much traffic is drawn each month). This includes clubs that have a webpage on district websites.	10 points for completed website			
Media Relations:				
Press Releases: Include releases submitted by your club to local media. A list including dates and a brief description will also suffice	10 points for each to a max of 50			
In the News: Published newspaper articles, radio or television stories. A list including dates and a brief description will also suffice	10 points each to a max of 50			
Public Relations:				
List of prospective member email addresses and phone numbers. These are people who have attended a project/event and have been contacted afterwards regarding membership or future volunteering	2 points each to a max of 20			
Face-to-face contact with prospective members at trade fairs, volunteer fairs, membership recruitment drives, etc. (List where it was and how successful it was)	2 points per project to a max of 20			

Total Points: _____

Results:	Pts	Pts	Date	Pres Signature
Marketing- New members recruited through aforementioned marketing methods (must include names and contact info for each new member)	5 points for each new member			
Media Relations: New members recruited through aforementioned media relations (must include names and contact info for each new member)	5 points for each new member			
Public Relations: New members recruited through aforementioned public relations (must include names and contact info for each new member)	5 points for each new member			
Club Profile in the community was increased by the Marketing, media relations, and public relations methods used. (include list of inquiries made to the club and what media caused it)	1 point for each inquiry made			

Total Points: _____

Total Points: _____

NAME: _____ EMAIL ADDRESS _____ PHONE _____

CLUB: _____ ZONE _____ DISTRICT _____