



NC DISTRICT MONTHLY CHAPTER NEWSLETTER CONTEST GUIDELINES



With the changes in GWRRA as of January 1, 2018, chapter newsletters are no longer required each month. However, your NC District Team feels that it is still an important tool to keep your members informed and to also be used as a recruiting tool. Therefore, it is encouraged to continue with your monthly newsletters. The monthly newsletter award for North Carolina will continue with several changes. A newsletter editor will now be eligible to win the award each quarter instead of once a year. Also the scoring of the newsletters has changed with fewer “requirements” but more opportunity to score higher. There are now only 4 requirements (Section A) to be eligible for scoring. The actual scoring of your newsletter comes from Section B thru Section D of the attached scoring sheet. Your total score for your newsletter can be as high as 260 with the most points coming from articles.

All Newsletters to be considered for the NC District Monthly Chapter Newsletter Award are to be submitted by the **Chapter Newsletter Editor** or the **Chapter Director** to the District Newsletter Editor via email to ncdistnews@charter.net. If you will add newsletter@gwrranc.org to your email list, you will be emailing all the District Team and all NC Chapter Directors.

The Deadline for submission of your chapter newsletter for the contest is prior to month end for the month to be considered. For example if you wish your January newsletter to be considered in the contest, you must submit it to the NC District Newsletter Editor before the last day in January.

The Winner will be selected on the last day of each month. To be eligible for the NC District Newsletter Award, newsletters must contain one of the following GWRRA logos and the letters GWRRA or Gold Wing Road Riders Association spelled out.



GWRRA
Or
Gold Wing Road



GWRRA
Or
Gold Wing Road

In addition, for a Newsletter to be considered for the NC District Newsletter Award, it should contain the logo of your individual chapter with your chapter letter designation and name. You can score additional points if you include the NC District logo and name on the front page of your newsletter.



NC-S2



NC District

The following **MUST** be included on the front page of your chapter newsletter to be considered for scoring and the NC District newsletter award:

- GWRRA Logo & Gold Wing Road Riders Association or GWRRA
- Chapter Name, initials and associated logo

- Month & Year of publication
- GWRRA motto

Example of required information



GWRRA

Heartland Wings

Friends For Fun, Safety, and Knowledge

January 2018



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After the above items are verified on the front page the scoring will continue based on articles, roster, calendar of events, awards and member recognition, anniversaries and birthdays, photos, promoting local Chapter, District, or National events, use of logos for MEP (Membership Enhancement Program), MAD (Motorist Awareness Department), REP (Rider Education Program), LTP (Leadership training Program), and COY (Couple of the Year) as seen below, and other unique or out of the ordinary items not covered above.



Points (5 each) are awarded for articles from the Chapter Director, Asst. Chapter Director, Ride Coordinator, Membership Enhancement Coordinator, Chapter Couple, and Chapter Participants (max of 15 are counted). You will receive 5 points for each article you “snatch” from District, and National newsletters. The included score sheet will outline in detail the points awarded for each category.

Other considerations:

Overall presentation, sponsors recognized, etc. Newsletter should be **INFORMATIVE** to the Membership regarding events and activities affecting the Chapter, District, and National events. No special consideration given for color.

Political and Religious articles are **NOT** acceptable in the Newsletter. Newsletters will not be used for personal tirades or “politicking” for, or against, any cause.

It is recommended to email copies of your chapter newsletter to each member of your chapter. If your chapter has a website and the newsletters are included on the website, a notification that the newsletter has been posted to your Chapter website is sufficient. You should email your newsletter to each NC Chapter Director, and the NC District Staff,

Thank you for taking the time to read and follow the guidelines for the newsletters. If you read my newsletters, you will see that I am very passionate about our newsletter program. I am here for you any time you need me so just call (919-888-0723) or email ncdistnews@charter.net if you have questions or concerns. Be creative and original but most importantly, **HAVE FUN** with them.

The Newsletter Editor of the Year will be determined by the average score of your newsletters. Your scores for each newsletter will be added then divided by 12. If you produce a newsletter each month, you will receive 25 points added to your average.

Steve Craig

NC District Newsletter Editor



North Carolina Chapter Newsletter Score Sheet



Section A - Front Page (MUST have on front page to be eligible for scoring)

- ___ GWRRRA Logo & Gold Wing Road Riders Association or GWRRRA
- ___ Chapter Name, initials and associated logo
- ___ Month & Year
- ___ GWRRRA Motto

Section B - Additional Front Page Information

	Points	Total
District logo and letter designation	5	___
Date, Time, & Location of monthly gathering (This may include date or frequency)	5	___
Chapter Director AND contact info (email or phone)	5	___

Section C - Content (Not required)

	Points	Total
Article - Chapter Director	5	___
Article - Asst. Chapter Director	5	___
Article - Chapter Ride Coordinator	5	___
Article - Chapter Membership Enhancement Coordinator	5	___
Article - Chapter Couple of the Year	5	___
Article - From Other Chapter Participants (Including Mascot, 5 pts. each up to 15)	0 - 75	___
Article - Ride Education Related	50	___
Article - From District Newsletter	5	___
Article - From National Newsletter	5	___
Chapter Officers & Staff (List)	5	___
Calendar of Events/Upcoming Rides	5	___
Awards & Member Recognition (RE Level achievement, training advancement, etc.)	5	___
GWRRRA Anniversary, Wedding Anniversary, & Birthday celebration dates	0 - 15	___
Chapter activity photos	5	___
Promoting local Chapter, District, or National Events	5	___
GWRRRA Program Logos used properly & in correct context	0 - 25	___

Section D - Other

	Points	Total
Newsletter well organized and easy to read	5	___
Overall appearance/Visually appealing/Decorative	5	___
Author of each article evident	5	___
Layout of the articles flow well & express the importance of each	5	___
Is the Newsletter informative, current & timely?	5	___
Spelling and grammatically correct	5	___

TOTAL (Max 260)

