



Catholic Daughters of the Americas®

September 2013

To: Local Court Regents

From: Vickie Feist, National Newsletter Chairman

Re: 2014 National Newsletter Contest

The 2013 Newsletter Contest has wrapped up so now is the time to start thinking about the 2014 contest. What an exciting project for both local and state courts. The 2013 Newsletter judges were impressed by the innovation, diversity effort, and labor of love put into the newsletters. Many courts are using website links or email to distribute their newsletters and saving postage, ink and paper- a great way to save on budgets and worth consideration by more courts.

NOW is the time to review your local court newsletter and see what can be done to make it “the best it can be”! For some of you, it may mean a little tweak here and there. For some it may mean a major overhaul. For others it may mean it’s time to quit thinking “we should have a newsletter for our court” and jump in and just “do it”!

Why have a court newsletter?

- They are a wonderful tool to educate new members (or even old-timers) **all about** Catholic Daughters.
- They **help** members to **understand** how they are part of our national & state levels of the order.
- They communicate to the members of your court current activities, upcoming events and special projects the court may be planning.
- They are of special interest to those members that are unable to attend meetings due to illness, being homebound or because of work, school, or family responsibilities
- Leaving copies of your newsletters in the church or distributing them to women of the parish can go a long way to *pique interest and bring in new members!*

An EFFECTIVE newsletter will: **Inform *Motivate *Inspire*

Please remember that your newsletters are judged ***specifically on their content***, not whether they are printed in black and white or color or how many pages it contains. What is *important is the coverage of your local, state and national CDA news, and the interests of your court and community.*

In addition to this letter, the 2014 Newsletter Contest Guidelines and the Local Court Cover Sheet are included. If you are not the newsletter editor, **it is very important that you give/send her a copy of this packet as soon as possible to help her make adjustments now to meet the requirements for the 2014 contest.** It is so disappointing when I receive entries where so much work has obviously gone into publishing newsletters and entering the Newsletter Contest just to have to disqualify the entry because one or more of the requirements haven’t been met. Let’s see if we can get 100% of the 2014 Contest entries to meet all requirements!

As the National Chairman I encourage **all local courts** to publish a newsletter *and participate in the 2014 contest.* We need everyone to be involved to support our local, state, and national programs and contests. We had wonderful participation in 2013, let’s see if we can double the entries in 2014, giving us all an opportunity to learn more about the amazing things our CDA sisters are doing around the states and territories. ***We have a wonderful story to tell...do your part in writing it.***

Approved by:

Anne Nelson
National Regent



2014 National Newsletter Contest Suggestions

Vickie Feist, National Chairman



Following are some suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing and to prepare for the National Newsletter Contest. ***It is very important that the Regent give the Newsletter Contest Guidelines to the court newsletter editor as soon as possible. Follow the guidelines carefully and be ready to answer any questions she may have.***

SUGGESTIONS FOR THE NEWSLETTER CONTENTS:

- **Contact Information:** Include the name of the Court Chaplain, District Deputy and the name, address and phone numbers of all court officers.
 - **Meeting Place and Time:** Include the time, date and place of your next meeting. This is a great recruitment tool and listing your next meeting as “Next Meeting 7:30 pm September 7 in the School Hall” may not be sufficient. What school? What address?
 - **Court activities:** Put them in short articles with the **byline** (name) of the person that wrote the article under the headline. Short articles are more likely to be read than longer ones.
 - **Acknowledgement** of members for thank you, sympathy, announcements, promotions, etc., makes a newsletter more personal. It also gives information to members that do not or cannot attend meetings.
 - **Other Information:** Ask your Court Chaplain and District Deputy to write an article or paragraph each month for the newsletter.
 - **National and State News:** Place the most current information from your National and State newsletters. Since these newsletters are usually sent quarterly, divide up the news you receive into two or three newsletters. There is plenty of information to work with. Be sure to list any National or State Events early so that travel plans can be arranged.
 - **Website Information:** You are connected to a national organization and members need to know how and where they can find current information of national activities. More information is on the national website at www.catholicdaughters.org. List your State and Court websites also (if applicable). Even if you do not use a computer, there are others in the court and their family members who may look into these.
 - **Number** the pages beginning with page two (2). It is not necessary to number the first page but page order can get mixed up without page numbers.
 - **Fill** in empty spaces with a related graphic, prayer, poem, announcements, clip art, etc.
 - **Be creative** but most of all have fun. We all enjoy receiving Court newsletters.
- **Contact information is very important.** Catholic Daughters **are not** the only ones that read our newsletters. Many courts place their newsletters in the lobby of the Church or offices of their parish and make the newsletter a great recruiting tool.
- BUT without some contact information we may have just lost a new member.** So, check your newsletters, and make sure you have the necessary contact information in it.



2014 National Newsletter Contest Guidelines

Vickie Feist, National Chairman

DEADLINES:

- The **State Regent** is responsible for setting the deadline for entries in the **state contest**
- The State Regent or State Newsletter Chairman must send the **1st Place winner** in each category and division, with a signed letter verifying the entries submitted to the national contest were all 1st place winners. The entries and verification letter must be sent to the National Newsletter Chairman and be **POSTMARKED ON OR BEFORE MAY 1, 2014**. Newsletters will not be accepted for judging after the deadline.
- **Territorial Courts** send their 3 month entries to the National Chairman **POSTMARKED ON OR BEFORE MAY 1, 2014**. *Do not make the mistake of sending your entries to the wrong place and be disqualified from the contest!*

REQUIREMENTS:

Each newsletter must include the following elements. Failure to comply with any of the following guidelines will result in automatic disqualification.

1. **CDA Mission Statement**
2. **CDA Registered Logo** (*can be located at www.catholicdaughters.org*)
3. **Regent AND Editor information-** *Name, address, phone number, and email address (if applicable). This information must appear near the nameplate at the top of the newsletter or in a designated editor block or at the end of the newsletter.*
4. **Court name, number, and location** *must appear at the top of the newsletter*
5. **Three (3) SETS of newsletters must be submitted.** *Each set includes one (1) copy of each of the last three published issues of the newsletter and a completed Cover Sheet signed by the local court Regent stating these are the identical newsletters mailed/mailed to the entire membership. (Cover Sheet included in this packet)*
6. **A local, campus, or JCDA court's newsletter must be the first place winner in their category and division in the State Contest to be sent on to the National Contest by the State Newsletter Chairman.** *The State Newsletter Chairman will send all 1st place entries, along with a signed letter verifying that the entries being sent are all 1st place winners, to:*
Vickie Feist
National Newsletter Chairman
311 S Lincoln Avenue
Pierre SD 57501
7. **All Territorial Court and State Court newsletters are submitted directly to:**
Vickie Feist
National Newsletter Chairman
311 S Lincoln Avenue
Pierre SD 57501
8. **All websites will be judged in english.**

JUDGING CATEGORIES:

- **LAYOUT** (Appearance, neatness, good use of white spaces, etc.)
- **HEADLINES** (Informative, eye catching, capture interest)
- **LOCAL, STATE, and NATIONAL COVERAGE** (Projects and news)
- **JOURNALISTIC STYLING** (Readability, spelling, grammar, objectivity)
- **SPECIAL FEATURES** (Art, humor, pictures, etc.)

2014 National Newsletter Contest Guidelines (continued)

DIVISIONS: (It possible for a state to name state winners in each Division and Category)

DIVISION	I	-----	Local Courts with 100 or less members
DIVISION	II	-----	Local Courts with 101 to 200 members
DIVISION	III	-----	Local Courts with 201 or more members
DIVISION	IV	-----	Local Court Newsprint (<i>Regardless of the number of members— No Category</i>)
DIVISION	V	-----	State Courts with 100 or less copies per issue
DIVISION	VI	-----	State Courts with more than 100 but less than 1,000 copies per issue
DIVISION	VII	-----	State Courts with 1,000 or more copies per issue
DIVISION	VIII	-----	State Courts Newsprint (<i>Regardless of number of issues – No Category</i>)***
DIVISION	IX	-----	Territorial Courts – States without a State Court - <i>No Category</i> **
DIVISION	X	-----	Campus Courts – <i>No Category</i>
DIVISION	XI	-----	JCDA Courts – <i>No Category</i>

**Territorial Court Newsletter entries are sent directly to National Chairman since they have no State Chairman

***State Court Newsletter entries are sent directly to National Chairman

CATEGORIES:

CATEGORY	I	-----	Local Courts with 10 or more issues per year
CATEGORY	II	-----	Local Courts with 4 to 9 Issues per year
CATEGORY	III	-----	States publishing 4 or more issues per year.
CATEGORY	IV	-----	States publishing less than 4 issues per year.

MISSION STATEMENT

Catholic Daughters of the Americas strives to embrace the principle of faith working through love in the promotion of justice, equality and the advancement of human rights and human dignity for all.



Catholic Daughters of the Americas®
2014 National Newsletter Contest Cover Sheet

Court Name and Number _____

Court Location _____

City

State

Name of Regent _____

Address _____

City/State

Zip Code

Telephone # () _____ Email _____

of newsletters mailed/ issue _____ # of newsletters emailed/issue _____

of members in Court at the present time _____

Division _____ Category _____

Local, State, Territorial, Campus or JCDA Regent's Signed Statement

I verify that these are the identical newsletters submitted in the same original form mailed to the membership and that no part has been altered for judging.

Court Regent _____

Instructions

LOCAL, CAMPUS, AND JCDA COURTS:

1. Complete Cover Sheet and make three (3) copies of Cover Sheet
2. Attach one (1) copy of Cover Sheet to each set of newsletters
3. Send entries to National Chairman, postmarked on or before _____:

State Chairman Name

Address City State Zip Code

STATE AND TERRITORIAL COURTS:

1. Complete Cover Sheet
2. Make three (3) copies of Cover Sheet
3. Attach one (1) copy of Cover Sheet to each set of newsletters
4. Send entries to National Chairman, postmarked on or before May 1, 2014:

Vickie M Feist, National Newsletter Chairman, 311 S Lincoln Ave, Pierre, SD 57501



Catholic Daughters of the Americas®
2014 National Newsletter Contest Scoring Sheet

Court Name & Number _____ Division _____ Category _____

Location _____ Regent's Name _____

	REQUIREMENTS	Y or N
Required	CDA Mission Statement	
Required	CDA Registered Logo	
Required	Regent information- Name, address, phone number, and email address (if applicable)	
Required	Editor information- Name, address, phone number, and email address (if applicable)	
Required	Court name, number, and location listed on top of first page	
Required	Three (3) copies of the last 3 published newsletters were submitted	
Required	Properly completed cover sheet included	
Required	Newsletter judged 1 st Place in designated category & division at the state level- verified by State Regent or State Newsletter Chairman	
	Newsletter contest entry meets all requirements and is considered a QUALIFIED entry?	
MAX POINTS	CATEGORIES	JUDGE'S SCORE
20	LAYOUT (Appearance, neatness, good use of white spaces, etc.) Comments:	
10	HEADLINES (Informative, eye catching, capture interest) Comments:	
20	LOCAL COVERAGE (Court news, projects and activities) Comments:	
15	STATE COVERAGE (State CDA news, projects and activities) ** Comments:	
15	NATIONAL COVERAGE (National CDA news, projects and activities) Comments:	
10	JOURNALISTIC STYLING (Readability, spelling, grammar, objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, pictures, etc.) Comments:	
100	TOTAL POSSIBLE SCORE	JUDGE'S TOTAL SCORE

****Territorial Courts do not have a State Court, therefore they will not be judged on State Coverage and their Total Possible Score is 85.**