



PR Awards 2018-2019 Best Club Website Award

Awarded to the clubs with best website presence for the period of November 15, 2018 – March 31, 2019

PURPOSE: To ensure Toastmasters Clubs in District 35 have an effective online presence.

DEADLINE: March 31, 2019

SUBMISSION PROCEDURE: All Toastmasters Clubs in District 35 are encouraged to submit their website links to District 35 Public Relations Manager, **Kamal Soan** by the deadline above. This will ensure that judges have sufficient time to review all submissions. Corporate Clubs that have internally hosted sites (intranet, SharePoint, etc.) may make screen shots and send as an entire file.

NOTE: Facebook is not considered a club website

JUDGING: A panel of judges not less than three and a Chief Judge will be appointed. Judges decisions are final and cannot be appealed.

ANNOUNCEMENT OF WINNERS: First and second place awards will be presented at the District 35 Spring Convention in Green Bay May 10-11, 2019.

Best Website: 1st Prize - \$50 and 2nd Prize - \$25

QUALIFYING CRITERIA: (Failure to meet these criteria will lead to disqualification of the entry)

1. Prominent display of the Toastmasters logo in header of all pages.
2. Prominent display of the link to Toastmasters International website on the homepage.
3. Prominent display of the link to District 35 website on the homepage.
4. Prominent display of the club name, meeting venue, address, meeting time, directions to the venue on the homepage.
5. Club Mission and list of benefits.
6. Toastmasters' International tag line.

JUDGING CRITERIA:

1. Toastmasters Club information (5 points max for each – Total 0-20 points)
 - a. Calendar/List of Events

- b. Steps of how to join the club (contact form or contact information)
- c. Report/Link to Club DCP status
- d. All social channel buttons/links prominently displayed
2. Layout and Presentation (5 points max for each – Total 0-15 points)
 - a. Look and layout should be user friendly, options/tabs should be easily locatable and accessible
 - b. Content is easy to read (colors, fonts, size)
 - c. Loads Easily (Time taken for the website to launch/refresh)
3. Content of Website (5 points max for each – Total 0-30 points)
 - a. Educational value, learning items, knowledge nuggets centered on communication and leadership
 - b. Interesting videos on communication and leadership
 - c. Promotion of Toastmasters educational program
 - d. Quality of writing meets the acceptable standards of sentence structure, spelling, punctuation and grammar and should be written in an interesting and clear manner
 - e. Reports/Write-ups on club activities, interclub meetings, contests, educational programs etc.
 - f. Members Speak (Testimonials, articles, reports from the members of the club)
4. Promotion of Club, Area, Division and District (5 points max for each - Total 0-35 points)
 - a. List of Club members
 - b. Club officers' names with photos, roles, and club contact information
 - c. Club President's message
 - d. Recognition of club members' personal and educational milestones
 - e. Testimonials from guests who visited the club
 - f. Gallery (photos) section
 - g. Announcements of upcoming club, area, division, and district events

Any comments/questions/suggestions about the contest, please feel free to reach out.

Thank you,

Kamal Soan, DTM
2018-19 Public Relations Manager, District 35
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