

PR Awards 2017-2018 Best Club Website Award

Awarded to the club with the best website for the term July 1, 2017 – April 21, 2018

PURPOSE:

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

DEADLINE:

April 21, 2018

SUBMISSION PROCEDURE:

All Toastmasters Clubs in District 35 are encouraged to submit their club website link to District Public Relations Manager, [Jackie Breezer](#) by the by the deadline above. This will insure that judges have sufficient time to review all submittals. Corporate Clubs that have internally hosted sites (intranet, SharePoint, etc.) may make screen shots and send as an entire file to [Jackie Breezer](#).

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 Convention.

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 in homepage
3. Prominent display of the link to District 35 website in homepage
4. Prominent display of the club name, meeting venue, address, meeting time, directions to the venue on the homepage
5. Mission of Toastmasters 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