



Chapter Communications Award

Application due March 29, 2021

Purpose

The purpose of this award is to recognize AGA chapters that create exceptional newsletters, websites and social media content. The goal of the award is to recognize outstanding chapter communication of chapter events, offerings and news as well as AGA programs, services and events with their members. As communication is an integrated strategy, not relying on a single source or medium – such as a website, newsletter or social media outlet – all facets of communication will be evaluated for the chapter's overall success in communicating with members. This award will not focus on quantity, but rather on the quality and consistency of communication with current and potential AGA constituents.

Eligibility

All chapters are eligible to submit their communication content for consideration. Chapters will be grouped according to comparable membership numbers as of April 1, 2021. Communication items presented for review must have been issued or completed between April 1, 2020, and March 31, 2021.

Criteria

This award recognizes achievement in content creation and member communications. The following lists include criteria to consider when reviewing websites, newsletter and social media.

- ALL Communication Outlets
 - Up-to-date and accurate information (this includes correct [logo usage](#) and adherence to brand standards)
 - Promotion of CGFM and AGA products, services and events
 - Consistency of publishing/posting (doesn't have to be every day, but should be consistent)
 - Photos of chapter events and members
 - Professional appearance and design (includes proper usage of fonts, grammar and images)
- Website
 - Information about the chapter
 - Description of AGA and/or the chapter (including bylaws, mission/vision statements and strategic plan)
 - Calendar of events
 - Board member names and contact information
 - Links to meeting minutes, newsletters and chapter history
 - Links to chapter social media outlets
 - Presentation
 - Use of e-commerce or online registration for events and/or renewals
 - Links and navigation work well
- Newsletters
 - Content
 - President's message and photo
 - Calendar of events



- Chapter leader names and contact information
- Chapter and national website URLs listed
- Articles that are interesting, useful and relevant to members (including financial status/health of the chapter)
- Information and news
 - Recent national or chapter activities, awards, new CGFMs, featured members
 - Chapter meeting and financial information and reports
 - Industry news
- Presentation
 - Appealing, professional, shows geographic personality
 - Table of contents
- Social media
 - What outlets (i.e. Facebook, LinkedIn, Twitter, Instagram) is your chapter using?
 - Followers – Does the chapter attract more than its own members with its accounts?
 - Relevance and Value – Are users kept abreast of news in the chapter, the national organization, and the industry?
 - Personable – How does the chapter recognize its individual members, CGFMs, holidays, learning opportunities, or other important aspects of the well-rounded professional?

Submission requirements – What to have available

Please make sure all sections are complete before submitting. Any incomplete entries will NOT be considered. Only one submission per chapter will be provided to the judges. Each submission should include the following information:

Section A:

- Chapter Name
- Name and Title of Submitter

Section B:

- Chapter URL
- 3 newsletters (links to newsletters is acceptable)
- Social media account links and handles

Section C:

What stands out in your communication with your members? Explain in 300 words or less.

Additional notes

- Please be sure your chapter is using the most up-to-date [chapter, CCR and CGFM logos](#).
- Questions? Please contact your chapter services team at chapters@agacgfm.org.
- Remember always to get permission when using graphics, photos or testimonials.