



# Catholic Daughters of the Americas®

**September 2013**

**To:** Local Court Regents

**From:** Vickie Feist, National Website Contest Chairman

**Re:** 2014 National Website Contest

The National Board has heard your requests- in 2014 we will have our first annual CDA Website Contest! We have worked hard to make this contest fun and exciting. Maybe your court will be among the first winners in this annual contest!

Enclosed you will find the Contest Guidelines, Website Suggestions, the Entry Form, and the Contest Scoring Sheet. Please be sure to pass along this information to your court webmaster as soon as possible so she knows about the contest and the guidelines.

The contest has categories for **local courts, territorial courts, state courts, and campus courts!**

Don't have a court website yet? Don't worry; we have a division for those with new websites so you won't be competing against those who have had a website already for years.

## **Why have a court website?**

- Using the internet to spread our message brings us to so many more women- particularly those that are tech savvy
- It's a wonderful tool to educate new members (or even old-timers) all about Catholic Daughters.
- It helps members to understand how they are part of our national & state levels of the order.
- It communicates to the members of your court current activities, upcoming events and special projects the court may be planning.
- It is 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
- Publishing your court website in the church bulletin or on flyers can go a long way to *pique interest* and *bring in new members!*

We have an organization and courts at every level that are so dynamic, faith-filled, and loving- let's really get out there and share our story. I hope that I get so many entries next spring that my mailman suggests I get a larger mailbox.

Approved by:

Anne Nelson  
National Regent



## 2014 NATIONAL WEBSITE CONTEST GUIDELINES

To be eligible for the **2014 National Website Contest**, all entries **must be POSTMARKED ON OR BEFORE MAY 1, 2014**. *Website entries will not be accepted for judging after the deadline.*

Local and Campus Courts will submit their website contest entries to the State Website Chairman by March 15, 2014. The 1<sup>st</sup> place winner in each category and division will be submitted by the State Chairman to the National Chairman. State and Territorial Court will submit their website contest entries to the National Chairman.

### **Websites will be judged on the following categories:**

- Layout (appearance, neatness, spacing, and contain all required elements)
- Headlines (interest, appeal)
- Creativity in design (including use of clip art, pictures, humor, etc)
- Journalistic Style (Readability, spelling, objectivity)
- Freshness of content
- Ease of locating information on site
- Information about/history of court
- Links to appropriate sites
- Coverage (local, state, national news, projects, and activities)

**Requirements for contest entry:** (Failure to comply with any of the following guidelines will result in automatic disqualification.) **Each website MUST include the following:**

- The CDA mission statement and Catholic Daughters registered logo (on home page)
- Contact information/link for the Regent or the site Webmaster (on home page)
- Contact information/link for court officers/membership chair(s)
- Description of Circle of Love Program
- Local/State/National Projects
- Link to National CDA website. Local courts should have link to State CDA website.
- Contest entries must include:
  - Fully completed entry form.
  - For all local and campus court entries, 3 copies of the Local Court Contest Entry Forms must be submitted to the State Chairman. Only 1<sup>st</sup> place state contest local court and campus court winners in each division may be sent by the State Chairman to the National Chairman.
  - For all state and territorial court entries, send 3 copies of the appropriate contest Entry Form to:

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

**Divisions:** I) Local Courts II) Territorial Courts III) State Courts IV) Campus Courts

**Categories:** I) New Website (less than 12 months) II) Established Website (12+ months)



## 2014 National Website Contest Suggestions

Vickie M Feist, National Chairman



We have entered a time where many of our members and courts are technologically savvy and who have embraced the internet as a tool to inform members and recruit new members. Based on the request of many members, the Catholic Daughters of the Americas now offer local, state, territorial, and campus courts the opportunity to enter their CDA websites in a national contest.

It is very important that the Regent give the Website Contest Guidelines to the court website webmaster so she is aware of the elements that will be judged in the contest.

### All websites are required to include:

- 1. The CDA mission statement and Catholic Daughters registered logo (on home page)**
  - These two items identify CDA as a national organization. Being a National organization, the logo of the Order should be prominent on each website.
- 2. Court name, number and location of the court**
- 3. Contact information for the Regent or the site Webmaster (on home page)**
  - It is important to protect our officer and member information since web pages are accessible to a very large number of people, some who may abuse contact information. It is recommended that home addresses not be listed- instead using email addresses.
- 4. Contact information for court officers/membership chairman**
  - Recommended that contact information published on the web be limited to email addresses. It is important to have a way for ladies to contact your court with questions on becoming members!
- 5. Description of Circle of Love Program**
- 6. Local/State/National Projects**
- 7. Link to National CDA website. Local courts should have link to State CDA website.**
- 8. Websites not available at the time of judging will be disqualified. Three attempts will be made to access the website before it is disqualified.**

### *What other things should websites contain?*

- Ask your Court Chaplain & District Deputy to write an article each month for the website. How about your court officers? Your membership chairman? Maybe other chairmen?
- **National & State News:** 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 address; [www.catholicdaughters.org](http://www.catholicdaughters.org).
- **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's, sympathy, etc. makes a website more personal. It also gives information to members that do not or cannot attend meetings.
- Be creative and have fun. And remember that your website can be a great recruiting tool!!

### **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 Website Contest Entry Form**

Court Name and Number \_\_\_\_\_

Court Location \_\_\_\_\_

Name of Regent \_\_\_\_\_

Address \_\_\_\_\_  
City/State Zip

Telephone Number ( ) \_\_\_\_\_

Website Address \_\_\_\_\_

Date Website Established \_\_\_\_\_

Name of Webmaster \_\_\_\_\_

Category:  Local Courts  Territorial Courts  State Courts  Campus Courts

Division:  New Website  Established Website

**INSTRUCTIONS**

**LOCAL, CAMPUS, AND JCDA COURTS:**

1. Complete and make three (3) copies of Entry Form
2. Send entries to State Chairman, postmarked **on or before March 15, 2014:**

\_\_\_\_\_  
State Chairman Name

\_\_\_\_\_  
Address City State Zip Code

**STATE AND TERRITORIAL COURTS:**

1. Complete and make three (3) copies of Entry Form
2. Send entries to National Chairman, postmarked **on or before May 1, 2014:**

**Vickie M Feist  
National Website Contest Chairman  
311 S Lincoln Ave  
Pierre, SD 57501**



Catholic Daughters of the Americas®  
**2014 National Website Contest Scoring Sheet**

Court Name & Number \_\_\_\_\_ Category \_\_\_\_\_ Division \_\_\_\_\_

Location \_\_\_\_\_ Regent's Name \_\_\_\_\_

<b>REQUIREMENTS</b>		<b>Yes or No</b>
<b>Required</b>	CDA Mission Statement prominently on home page	
<b>Required</b>	CDA Registered Logo prominently on home page	
<b>Required</b>	Court name, number, and location on home page	
<b>Required</b>	Regent and/or Webmaster email address on home page	
<b>Required</b>	Court officers and/or Membership Chairman's email address	
<b>Required</b>	Description of Circle of Love Program	
<b>Required</b>	Local CDA Projects	
<b>Required</b>	State CDA Projects	
<b>Required</b>	National CDA Projects	
<b>Required</b>	Link to National CDA website.	
<b>Required</b>	Properly completed cover sheets (3) included	
<b>Required</b>	Newsletter judged 1 <sup>st</sup> Place in designated category & division at the state level- verified by State Regent or State Website Chairman	
<b>Required</b>	Website available at the time of judging. (Three attempts will be made to access site)	
	<b>Website meets all requirements and is considered a QUALIFIED entry?</b>	
<b>MAX POINTS</b>	<b>CATEGORIES</b>	<b>JUDGE'S SCORE</b>
<b>20</b>	<b>LAYOUT</b> (Appearance, neatness, etc.) Comments:	
<b>15</b>	<b>CREATIVITY IN DESIGN</b> (Headline interest, site interest & appeal, clip art, pictures, etc.) Comments:	
<b>15</b>	<b>FRESHNESS OF CONTENT</b> (Up to date information, readability, variety of content) Comments:	
<b>10</b>	<b>LOCAL COVERAGE</b> (Court news, projects and activities) Comments:	
<b>10</b>	<b>STATE COVERAGE</b> (State CDA news, projects and activities) Comments:	
<b>10</b>	<b>NATIONAL COVERAGE</b> (National CDA news, projects and activities) Comments:	
<b>10</b>	<b>EASE OF USE</b> (Ease of locating info, links to state/national CDA sites, other appropriate links) Comments:	
<b>10</b>	<b>CIRCLE OF LOVE PROGRAM INFORMATION</b> Comments:	
<b>100</b>	<b>TOTAL POSSIBLE SCORE</b>	<b>JUDGE'S TOTAL SCORE</b>

*\*\*Territorial Courts do not have a State Court, therefore they will not be judged on State Coverage and their Total Possible Score is 90.*