



# Catholic Daughters of the Americas®

**September 2016**

**To:** Local, Campus, Territorial, and State Court Regents

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

**Re:** 2017 National Website Contest

Greetings to all Catholic Daughter Courts- *State, Territorial, Local, Campus, and JCDA!*

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.

**PLEASE** be sure to review the qualifications. I have loved seeing the beautiful websites sent to the National Contest level. There are so many courts that have dynamic websites. I have been so sad though as many of these websites get disqualified because they haven't completed the requirements! Take a few minutes to ensure you are in compliance so that your court's site can shine all the way through the national contest!

**TAKE NOTE:** It can be easy to copy articles, stories, poems, recipes, emojis, clip art, etc. from the web or from emails that have circulated. Since many such items don't seem to have authors listed, the assumption often gets made that these items are free to use. However, a very large number of such items are copyright protected (yes, even free clip art) and it is illegal to use them without permission. It is best to assume all items are protected by copyright or trademark law and seek permission before using them. Even if you post something without realizing it is protected, you could be taken to court and end up paying a great deal of money. CDA insurance does NOT cover copyright infringement cases. Use of non-original material without permission is ground for disqualification from the Catholic Daughter website contest.

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 their website for years.

## **WHY NOT START A WEBSITE TODAY!**

- Bring in new members.
- Educate new members (or even old-timers) all about our organization.
- Show that we are an international organization.
- Keep everyone up to date on what's going on.
- Keep members who can't be at meetings in the loop!

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:

Helene Shepard  
National Regent



## 2017 NATIONAL WEBSITE CONTEST GUIDELINES

To be eligible for the **2017 National Website Contest**, all entries **must be POSTMARKED ON OR BEFORE MAY 1, 2017.** *Website entries will not be accepted for judging after the deadline.*

**Local, Campus, and JCDA Courts** submit entries to the State Website Chairman by March 15, 2017. 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 Courts** 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.
  - A copy of the score sheet with each Entry Form- top 2 lines of information completed.
  - Local, campus, & JCDA court entries: 3 copies of the Contest Entry Forms must be submitted to the State Chairman. Only 1<sup>st</sup> place state contest local court, campus, and JCDA 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 Entry Form to:

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

**Divisions:** I) Local Courts II) Campus Courts III) JCDA Courts IV) Territorial Courts V) State Courts  
**Categories:** I) New Website (less than 12 months) II) Established Website (12+ months)



## 2017 National Website Contest Suggestions

Vickie M. Feist, National Chairman



State Regents must appoint a State Website Contest Chairman to oversee the contest on the state level.

### All websites are required to include:

- 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.
- Court name, number and location of the court (on home page)**
- 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. Home addresses and phone numbers should not be listed- instead use email addresses.
- Contact information for court officers/membership chairman**
  - Contact information published on the web should be limited to email addresses. It is important to have a way for ladies to contact your court with questions on becoming members!
- Description of Circle of Love Program** (*not just a link to the national website descriptions*)
- Local/State/National Projects**
  - All sites are to have information on local, state, and national projects. Most information is expected for the court's own projects- with at least general information on the other levels. (i.e. Local courts have much on their projects and less on state and national. State courts have much on their projects, less on national, and at least listing of local/campus/JCDA courts with name, #, and locations, contact email, and links to their websites if they exist)
- Link to National CDA website. Local courts need a link to State CDA website, if one exists.**
- Websites not available at the time of judging will be disqualified. Three attempts will be made to access the website before it is disqualified.**
- All entries are judged by 3 non-CDA member judges.**

### *What other things are recommended for inclusion in the websites?*

- 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).
- Pictures:** It is fun to see pictures of court activities, but be sure to get written permission from members to use their picture.
- 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.

### 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®  
**2017 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:**  I) Local Courts  II) Campus Courts  III) JCDA Courts  
 IV) Territorial Courts  V) State Courts

**Division:**  I) New Website (less than 1 year old)  II) Established Website

**INSTRUCTIONS**

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

1. Complete and make three (3) copies of Entry Form
2. Attach a copy of the score sheet to each Entry Form, with the top 2 lines of court information completed.
3. Send entries to State Chairman, postmarked **on or before March 15, 2017:**

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

Address

City

State

Zip Code

**STATE AND TERRITORIAL COURTS:**

1. Complete and make three (3) copies of Entry Form
2. Attach a copy of the score sheet to each Entry Form, with the top 2 lines of court information completed.
3. Send entries to National Chairman, postmarked **on or before May 1, 2017:**

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



Catholic Daughters of the Americas®  
**2017 National Website Contest Scoring Sheet**

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

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

<b>REQUIREMENTS (section completed by State/National Chairman)</b>		<b>Y / N</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. Link to State CDA website (for local courts, if state has website).	
<b>Required</b>	Properly completed cover sheets (3) included	
<b>Required</b>	Website 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 has completed all requirements and is considered a QUALIFIED entry?</b>	
<b>MAX POINTS</b>	<b>CATEGORIES (section completed by judge)</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.**