



Catholic Daughters of the Americas®

September 2020 From: Barbara Jensen, National Newsletter Chairman

Re: 2021 National Newsletter Contest

The 2020 Newsletter Contest has wrapped up so now is the time to start thinking about the **2021 Contest**. What an exciting project for both local and state courts. The 2020 Newsletter judges were impressed by the innovation, diversity effort, and labor of love put into the newsletters. Many courts are using website links or email to distribute their newsletters and saving postage, ink and paper- a great way to save on budgets and worth consideration by more courts. But always remember to mail a copy to those members without computers.

NOW is the time to review your local court newsletter and see what can be done to make it “the best it can be”! For some of you, it may mean a little tweak here and there. For some it may mean a major overhaul to meet all requirements. For others, it may mean it’s time to quit thinking “we should have a newsletter for our court” and jump in and just “do it”!

Why have a court newsletter?

- They are a wonderful tool to educate new members (or even old-timers) all about Catholic Daughters.
- They help members to understand how they are part of our national & state levels of the order.
- They communicate to the members of your court current activities, upcoming events and special projects the court may be planning.
- They are 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.
- Leaving copies of your newsletters in the church or distributing them to women of the parish can go a long way to pique interest and bring in new members!

An EFFECTIVE newsletter will: *Inform *Motivate *Inspire

Please remember that your newsletters are judged specifically on their content, not whether they are printed in black and white or color or how many pages it contains. What is important is the coverage of your local, state and national CDA news, and the interests of your court and community.

In addition to this letter, the 2021 Newsletter Contest Guidelines, Cover Sheet, and Score Sheet are included (**Note different score sheet for Local and State entries**). If you are not the newsletter editor, it is very important that you give/send her a copy of this packet as soon as possible to help her make adjustments now to meet the requirements for the 2021 contest. PLEASE be sure to review ALL Qualifications! Too many entries are disqualified every year due to failure to comply with the requirements. Let’s see if we can get 100% of the 2021 Contest entries to meet all requirements!

As the National Chairman, I encourage all courts to publish a newsletter and participate in the 2021 contest. We had wonderful participation in 2020, let’s see if we can double the entries in 2021, giving us all an opportunity to learn more about the amazing things our CDA sisters are doing around the states and territories. We want to encourage entries from our Campus and JCDA courts too. We have a wonderful story to tell...do your part in writing it.

Approved by:
Sherry Nilles
National Regent



2021 National Newsletter Contest Guidelines

National Chairman, Barbara Jensen

DEADLINES:

- The State Regent is responsible for setting the state's contest deadline for entries in the local, campus, and JCDA state contest, keeping in mind national's deadline date.
- The State Regent, or State Newsletter Chairman, must send the 1st Place winner in each category and division, along with a signed letter (of your own making) verifying that each submitted entry was a state 1st place winner, to the National Newsletter Chairman **POSTMARKED ON OR BEFORE** April 1, 2021. Newsletters will not be accepted for judging after the deadline.
- Territorial and State Courts send their entries directly to the National Chairman **POSTMARKED ON OR BEFORE** April 1, 2021. Do not make the mistake of sending your entries to the wrong place and be disqualified from the contest!

REQUIREMENTS:

Each newsletter must include the following elements. Failure to comply with any of the following guidelines will result in automatic disqualification.

1. CDA Mission Statement
2. CDA Registered Logo (can be located at www.catholicdaughters.org)
3. Regent AND Editor information- Name and email address. This information must appear near the nameplate at the top of the newsletter or in a designated editor block or at the end of the newsletter. If the Regent and/or editor do not have email, then an address and phone number are required. If you prefer not to use your personal address, a PO Box or church address could be used.
4. Court name, number, and location must appear at the top of the first page of the newsletter.
5. Three (3) SETS of newsletters must be submitted.
Each set includes:
 - * one (1) copy of each of the last three published issues of the newsletter,
 - * a completed Cover Sheet signed by the appropriate Regent,
 - * a score sheet with the court information filled out for each set, and
 - * a signed letter by State Regent or State Newsletter Chairman, verifying that each submitted entry was a state 1st place winner.
 - * Please staple, binder clip, or paper clip each set of documents together. DO NOT use plastic sleeves or folders.
6. Local, Campus, or JCDA court's newsletters that are the first-place winner in their category and division in the State Contest are to be sent on to the National Contest Chairman by the State Regent or State Newsletter Chairman, along with a signed letter verifying that the entries being sent are all 1st place winners, to the National Newsletter Chairman at the address below.

7. All Territorial and State Court newsletters are submitted directly to the National Newsletter Chairman at the address below.

Barbara Jensen, Chairman
1621 Memorial Drive
Broken Bow, NE 68822

9. Important Legal Notice: 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 print 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 Newsletter Contest.

JUDGING CATEGORIES:

- o LAYOUT (Appearance, neatness, good use of white spaces, etc.)
- o HEADLINES (Informative, eye catching, capture interest)
- o LOCAL, STATE, and NATIONAL COVERAGE (Projects and news)
- o JOURNALISTIC STYLING (Readability, spelling, grammar, objectivity)
- o SPECIAL FEATURES (Art, humor, pictures, etc.)

CATEGORIES (It is possible for a state to name state winners in each Category and Division)

- CATEGORY I: Local Courts with 100 or less members
- CATEGORY II: Local Courts with 101 to 200 members
- CATEGORY III: Local Courts with 201 or more members
- CATEGORY IV: State Courts with 500 or less members
- CATEGORY V: State Courts with 501 to 1,500 members
- CATEGORY VI: State Courts with 1,501 or more members
- CATEGORY VII: Territorial Courts (States without a State Court)
- CATEGORY VIII: Campus Courts
- CATEGORY IX: JCDA Courts

DIVISIONS

- DIVISION I: Courts publishing 1-4 issues per year
- DIVISION II: Courts publishing 5 or more issues per year

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.



2021 National Newsletter Contest Guidelines National Chairman, Barbara Jensen



Following are some suggestions to help the newsletter editor arrange a newsletter with content that is newsworthy and appealing and to prepare for the National Newsletter Contest. It is very important that the Regent give the Newsletter Contest Guidelines to the court newsletter editor as soon as possible. Follow the guidelines carefully and if you have any questions, feel free to contact the national newsletter chair for clarification.

SUGGESTIONS FOR THE NEWSLETTER CONTENTS

- **Contact Information:** Include the name of the Court Chaplain, District Deputy and email of all court officers.
- **Meeting Place and Time:** Include the time, date and place of your next meeting. This is a great recruitment tool and listing your next meeting as “Next Meeting 7:30 pm September 7 in the School Hall” may not be sufficient. What school? What address?
- **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, sympathy, announcements, promotions, etc.,** makes a newsletter more personal. It also gives information to members that do not or cannot attend meetings.
- **Other Information:** Ask your Court Chaplain and District Deputy to write an article or paragraph each month for the newsletter.
- **National and State News:** Include the most current information from your National and State newsletters. Since these newsletters are usually sent quarterly, divide up the news you receive into two or three newsletters. There is plenty of information to work with. Be sure to list any National or State Event early so that travel plans can be arranged.
- **Website Information:** 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 at www.catholicdaughters.org. List your State and Court websites also (if applicable). Even if you do not use a computer, there are others in the court and their family members who may look into these.
- **Number the pages beginning with page two (2).** It is not necessary to number the first page, but page order can get mixed up without page numbers.
- **Fill in empty spaces with a related graphic, prayer, poem, announcements, clip art, etc.**
- **Be creative but most of all have fun.** We all enjoy receiving Court newsletters.
- **Contact information is very important.** Catholic Daughters are not the only ones that read our newsletters. Many courts place their newsletters in the lobby of the Church or offices of their parish and make the newsletter a great recruiting tool. Include contact information by email and church address if possible. Because without ample contact information, we may have just lost a new member. So, check your newsletters, and make sure you have the necessary contact information in it.



Catholic Daughters of the Americas®
**2021 National Newsletter Contest Cover Sheet
For State, Local, Campus and JCDA Entries**

Court Name and Number _____

Court City _____ State _____

Name of Regent _____

Address _____ City _____ State _____

Zip _____ Telephone _____ Email _____

of newsletter issues published/year _____ Current # of members in Local or State Court _____

Category _____ Division _____

Local, State, Territorial, Campus or JCDA Regent's Signed Statement

I verify that the newsletters submitted are identical in content to those distributed to the membership and that no part has been altered for judging.

Court Regent _____

INSTRUCTIONS FOR LOCAL, CAMPUS, AND JCDA COURTS

1. Complete Cover Sheet and make three (3) copies of Cover Sheet. The same for appropriate Scoring Sheet.
2. Attach one (1) copy of Cover Sheet to each set of newsletters.
3. Attach one (1) copy of appropriate Scoring Sheet with court information completed on top, to each set of newsletters.
4. Send entries to State Chairman, postmarked on or before State's deadline of _____

State Chairman Name _____ Address _____

City _____ State _____ Zip Code _____

INSTRUCTIONS FOR STATE AND TERRITORIAL COURTS:

1. Complete Cover Sheet and make three (3) copies of Cover Sheet. The same for appropriate Scoring Sheet.
2. Attach one (1) copy of Cover Sheet to each set of newsletters.
3. Attach one (1) copy of Appropriate Scoring Sheet with court information completed on top, to each set of newsletters.
4. Send entries to National Chairman, postmarked on or before April 1, 2021:

National Newsletter Chairman

Barbara Jensen

1621 Memorial Drive

Broken Bow, NE 68822



Catholic Daughters of the Americas®
 2021 National Newsletter Contest Scoring Sheet
For Local, Campus and JCDA Courts Entries

Court Name & Number _____

Category _____ Division _____

Location _____ Regent's Name _____

	REQUIREMENTS (Completed by Contest Chairman)	Y OR N
Required	CDA Mission Statement	
Required	CDA Registered Logo	
Required	Regent information- Name and email. Mailing address and phone optional unless no email.	
Required	Editor information- Name and email. Mailing address and phone optional unless no email.	
Required	Court name, number, and location listed on top of first page.	
Required	Three (3) copies of the last 3 published newsletters were submitted.	
Required	Properly completed cover sheet and score sheet attached to each set of 3 newsletters.	
Required	Newsletter judged 1 st Place in designated category & division at the state level verified by State Regent	
	Newsletter contest entry meets all requirements and is considered a QUALIFIED entry?	
MAX POINTS	CATEGORIES	SCORE
20	LAYOUT (Appearance, neatness, good use of white spaces, etc.) Comments:	
10	HEADLINES (Informative, eye catching, capture interest) Comments:	
30	LOCAL COVERAGE (Court news, projects and activities) Comments:	
10	STATE COVERAGE (State CDA news, projects and activities) ** Comments:	
10	NATIONAL COVERAGE (National CDA news, projects and activities) Comments:	
10	JOURNALISTIC STYLING (Readability, spelling, grammar, objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, pictures, etc.) Comments:	
100	TOTAL POSSIBLE SCORE	JUDGE'S TOTAL SCORE

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



Catholic Daughters of the Americas®
 2021 National Newsletter Contest Scoring Sheet
For State Court Entries

State Court of _____

Category _____ Division _____

State Regent's Location _____ Regent's Name _____

	REQUIREMENTS (Completed by Contest Chairman)	Y OR N
Required	CDA Mission Statement	
Required	CDA Registered Logo	
Required	Regent information- Name and email. Mailing address and phone optional unless no email.	
Required	Editor information- Name and email. Mailing address and phone optional unless no email.	
Required	State Name on top of first page.	
Required	Three (3) copies of the last 3 published newsletters were submitted.	
Required	Properly completed cover sheet and score sheet attached to each set of 3 newsletters.	
	Newsletter contest entry meets all requirements and is considered a QUALIFIED entry?	
MAX POINTS	CATEGORIES	SCORE
20	LAYOUT (Appearance, neatness, good use of white spaces, etc.) Comments:	
10	HEADLINES (Informative, eye catching, capture interest) Comments:	
15	LOCAL COVERAGE (Court news, projects and activities) Comments:	
20	STATE COVERAGE (State CDA news, projects and activities) ** Comments:	
15	NATIONAL COVERAGE (National CDA news, projects and activities) Comments:	
10	JOURNALISTIC STYLING (Readability, spelling, grammar, objectivity) Comments:	
10	SPECIAL FEATURES (Art, humor, pictures, etc.) Comments:	
100	TOTAL POSSIBLE SCORE	JUDGE'S TOTAL SCORE

** Territorial Courts do not have a State Court; therefore, they will not be judged on State Coverage and their Total Possible Score is 80.