Catholic Daughters of the Americas®

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

From: Michele Bowman, National Website Contest Chairman

Re: 2021 National Website Contest

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

Enclosed you will find the Contest Guidelines, Website Suggestions, Instructions for Submissions, Entry Form, and Contest Score Sheet for the 2021 National Website Contest. 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.*** There are so many courts that have dynamic websites and it is a shame that several have been disqualified in past years because they didn't comply with the requirements.

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 large number of such items are ***copyright protected*** (yes, even free clip art) and it is ***illegal to use them*** without permission. Articles, stories, poetry, clip art, photographs- any created and posted work falls under copyright law. Contrary to popular belief, there does ***not*** need to be a copyright symbol or statement present for a writing, picture, or clip art to be protected by law. 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 grounds 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!

- Draw in new members.
- Educate new members (or even long-timers) about our organization.
- Show that we are an international organization.
- Keep everyone up to date on the events and activities of your court.
- Keep members who can't be at meetings in the loop!

We have courts at every level that are dynamic, faith-filled, and loving. Let's get out there and share our story!

Approved by:

Sherry Nilles
National Regent

2021 NATIONAL WEBSITE CONTEST

To be eligible for the **2021 National Website Contest,** all entries **must be <u>POSTMARKED ON OR BEFORE APRIL 1, 2021</u>**. *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 1, 2021. The 1st 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 directly to the National Chairman.

<u>Websites will be judged on the following categories</u>:

- 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)
- Please refer to guidelines page for specific requirements and what each site must include

<u>Consider the following ideas and suggestions to enhance your sites:</u>

- Ask your Court Chaplain or District Deputies to write an article
- What about asking your Regent, other court officers or chairmen for comments
- National and State News (members are connected to a national organization and need to know current information. Make them aware of our national website at www.catholicdaughters.org)
- Pictures make your site more fun. (Be sure to get permission from members to use their picture.)
- Acknowledgement of members makes a website more personal and informs other members who cannot attend meetings. (consider thank yous, sympathy, birthdays and special celebrations of all kinds)
- Inform members of activities coming up. They can "Save the Date". Members need to plan far ahead for some events like state and national conventions.

<u>Just a few notes to keep in mind:</u>

There will be 3 judges for the national website contest**.** (Judges will be from various backgrounds and not all from the same organization. The chairman or anyone related to any of the entrants may not judge)

Websites not available at the time of judging will be disqualified. Three attempts will be made.

Prizes will be awarded in each category, so let us know about your amazing websites and receive recognition for your court.

2021 National Website Contest Guidelines

Michele Bowman, National Chairman

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

All websites are required to include the following:

(failure to include or comply with any of these elements will disqualify the entry)

1. **The CDA mission statement and Catholic Daughters registered logo (on home page)**
   These two items identify CDA as a national organization and should be prominent.

2. **Court name, number and location of the court (on home page)**

3. **Contact information for the Regent or the site Webmaster (on home page)**
   It is important to protect our officer and member information. Home addresses and phone numbers should not be listed. Please use only email addresses.

4. **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!

5. **Description of Circle of Love Program** (*not just a link to the national website descriptions*)

6. **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 of the Order. (i.e. Local courts have much on their projects and less on state and national. State courts focus on their projects, less on national but should at least list local/campus/JCDA courts with name, #, and locations, contact email, and links to their websites if they exist)

7. **Link to National CDA website. Local courts need a link to State CDA website,** if one exists.

INSTRUCTIONS FOR SUBMISSION

Local, Campus and JCDA Courts:

1) Complete and make three (3) copies of the entry form
2) Attach a copy of the score sheet to each entry form. The two tops lines should be completed with court information.
3) Send entries to your State Chairman, postmarked on or before **March 1, 2021**. Ask your State Regents for chairman.
4) State Chairman only submit 1st place winners in each category to National. Be sure to include a blank scoresheet and not one filled out by State judges.

State and Territorial Courts

1) Complete three (3) copies of the entry form if mailing.
2) Attach a copy of the score sheet to each entry form, with the top two lines completed with court information.
3) Entries may be sent electronically to michelebowman227@gmail.com. (entry form and score sheet)
4) Hard copies should be mailed or postmarked on or before **April 1, 2021** to: Michele Bowman
   National Website Contest Chairman
   3428 Bohannon Rd
   Zephyrhills, Florida 33541

Catholic Daughters of the Americas

2021 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: (circle one) I) Local Courts II) Campus Courts III) JCDA Courts
IV) Territorial Courts V) State Courts

Division: (circle one) I) New Website (less than 1-year old) II) Established Website

State Chairman Name _____

State Chairman Address_____

Please refer to instructions for submission on the guidelines page.

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

2021 National Website Contest Scoring Sheet

Court Name & Number_____ Category_____ Division_____

Location_____ Regent's Name_____

REQUIREMENTS (*section completed by State/National Chairman*)		Y / N
Required	CDA Mission Statement prominently displayed on home page	
Required	CDA Registered Logo prominently displayed on home page	
Required	Court name, number, and location on home page	
Required	Regent and/or Webmaster email address on home page	
Required	Court officers and/or Membership Chairman's email address	
Required	Description of Circle of Love Program	
Required	Local CDA Projects	
Required	State CDA Projects	
Required	National CDA Projects	
Required	Link to National CDA website. Link to State CDA website (for local courts, if state has website).	
Required	Properly completed cover sheets (3) included	
Required	Website judged 1st Place in designated category & division at the state level- verified by State Regent or State Website Chairman	
Required	Website available at the time of judging. (Three attempts will be made to access site)	
	Website has completed all requirements and is considered a QUALIFIED entry?	

MAX POINTS	CATEGORIES (*section completed by judge*)	JUDGE'S SCORE
20	**LAYOUT** (Appearance, neatness, etc.) Comments:	
15	**CREATIVITY IN DESIGN** (Headline interest, site interest & appeal, clip art, pictures, etc.) Comments:	
15	**FRESHNESS OF CONTENT** (Up to date information, readability, variety of content) Comments:	
10	**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	**EASE OF USE** (Ease of locating info, links to state/national CDA sites, other links) Comments:	
10	**CIRCLE OF LOVE PROGRAM INFORMATION** 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.***