



SONS OF NORWAY

DISTRICT SIX

California, Utah, Nevada, Arizona, Colorado, New Mexico and Hawaii



April 6, 2016

RE: District Six 2016 Newsletter Showcase

Dear Lodge Editor,

The District Six Board understands the importance of the office of Editor to our Order and to the continued success of our Organization. We thank you for your continued hard work and dedication to getting the word out about our heritage, philanthropic opportunities that make a positive impact on the community, social activities promoting our culture, and insight about Norway.

Attached are the NEW guidelines, entry form, and checklist for the District Six 2016 Newsletter Showcase. This year at the biennial District Six Meeting in June, we will recognize the merit and creativeness of all Local Lodge Editors. I encourage all Lodge Editors to participate.

As Lodge Editor, you know communication is the key to having well-informed members. Your lodge newsletter is a key marketing tool for your lodge. In order to build our membership, we must have promotional materials that speak to prospective member and current members.

Submittals must be received by May 30, 2016 for consideration and inclusion at the District Six Meeting.

If you have any questions, please don't hesitate to contact me. Thank you.

Fraternally,

Irene Jordahl
District Six Public Relations Officer
650-245-8473
PRO@sofn6.org

Enclosure:

Entry Form
Guidelines
Checklist



2016 Sons of Norway District Six Newsletter Showcase Entry Form

- All submissions are to be done electronically and must include entry form information below.
- The 2016 Newsletter Showcase will be based on **District Six May Lodge Newsletters**.
- All entries are to include a high resolution current Editor photo (JPEG/TIFF).
- All entry forms and accompanying photo must be submitted via email to District Six Publicity Director – Irene Jordahl – at PRO@sofn6.org by May 30, 2016 (no late submittals will be allowed).
- Each lodge delegation will receive the collection of newsletters on a District Six Mining Our Heritage USB Flashdrive at District Lodge Meeting to share with their lodge.

Name of Newsletter: _____

Lodge Name: _____ Lodge Number: _____

Editor's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____ Mobile: _____

Email: _____

Include the following items with your submittal:

- **PDF of your May Lodge Newsletter**
- **Entry Form** (*you may include the entry form in the body of the email in the same order as above*)
- **JPEG/TIFF Photograph of current Editor**

ALL SUBMITTALS MUST BE RECEIVED BY MAY 30, 2016

to the District Six Publicity Director at PRO@sofn6.org



DISTRICT SIX

BIENNIAL NEWSLETTER SHOWCASE GUIDELINES

The District Six Newsletter Showcase recognizes the merit and creativeness of Local Lodge Editors. Communication is the key to having well-informed members. The lodge newsletter is at the forefront of that communication. In addition, the newsletter is a key marketing tool for your lodge. In order to build our membership, we must have promotional materials that speak to prospective members as well as current members. Editors should share their lodge newsletters with the Public Relations Officer and to every lodge in their Zone each month. Editors may share their newsletters at Editors@sofn6.org.

Showcase Guidelines:

- The Newsletter Showcase is open to all lodges.
- The Public Relations Officer will publish the newsletter showcase guidelines and send to all editors and secretaries.
- Guidelines will also be posted on the District Six website at to www.sofn6.com.prior to the biennial convention.
- Editors will be asked to submit their lodge newsletter for a specific month as determined by the Public Relations Officer, along with the entry form and Editor Photo.
- Newsletter submittals should be sent via email as PDF; Editor photo should be submitted as high resolution JPEG or TIFF.
- Newsletters should include items on the attached sheet.
- Every lodge newsletter submitted will be showcased at the biennial District meeting.
- Every lodge will receive a Flash Drive of all submitted newsletters at the biennial District meeting.

Acknowledgements:

- All submitted newsletters will be showcased at the biennial District meeting along with an Editor photo.
- Acknowledgement in various categories (e.g., Motivational Focus, Exceptional Articles, Overall Appeal) receive certificates at the biennial District meeting
- Editor contact information will be published in the Super Sixth Newsletter and posted on www.sofn6.com

Scoring:

- Newsletters will be scored based on the attached criteria.
- Scoring will be completed by the PRO and an appointed committee.



District Six Newsletter Showcase Checklist / Scoring

The layout/format is the defining look of your newsletter. You want an eye-catching cover with a good banner and crisp, clean, easy-to-read content. Remember, your newsletter is a promotional tool for members and non-members.

Newsletters recommended checklist (each item will be scored one point unless otherwise noted):

- _____ General Appearance (1-6 pts)
 - _____ Creative use of white space
 - _____ Emotional content (brings in the reader)
 - _____ Banner consistency
 - _____ Good use of fonts (easily readable, consistent)
 - _____ Use of clear photos

- _____ President's Message
- _____ Lodge name, number and location prominently displayed
- _____ Newsletter name
- _____ Article submission deadline
- _____ Leadership information
- _____ Use of bylines (including full names of members, photo acknowledgement)
- _____ Interesting article(s)
- _____ Membership information (dues, recruitment, retention)
- _____ Advertise future activities (timeliness)
- _____ Cultural, fraternal and/or heritage articles
- _____ Information taken from the district, and/or international lodges
- _____ Financial Benefits Counselor information
- _____ Information about current members

Share your newsletter on the District Six website and with other Editors at Editors@sofn6.org.

