

## APPENDIX “A” TO POLICY BOOK

### COMMUNICATION AWARDS

The District Six **Communication Awards** are created to recognize the merit and creativeness of Local Lodge members who create, publish, and post multi-media communication products for their lodges. Communication is the key to recruiting new members and retaining current members, and can take many different forms. The lodge newsletter is still at the forefront of communications for many lodges, but more and more, communication is taking other forms through various media sources (websites, Facebook postings, flyers, postcards, calling trees, community publications, public service announcements, banners, posters, etc.). Standing alone or working together, each of these products serve as a key communication and marketing tool for your lodge, growing our membership and making ourselves known to a wide variety of audiences. The District Six Communication Awards are intended to honor lodges and all of their individual members who share the varied responsibilities of communicating, promoting, and marketing Sons of Norway to their current members, prospective members, and to their community at-large.

DISTRICT SIX COMMUNICATION AWARDS ARE OPEN TO ALL LODGES IN DISTRICT SIX:

- Awards acknowledge that more than one person is often responsible for the promotional and marketing multi-media products created and shared by an individual lodge.
- Awards will be presented to all lodges meeting the checklist points according to the following categories:
  - 1) GOLD AWARD – 10 points
  - 2) SILVER AWARD – minimum of 7 points
  - 3) BRONZE AWARD – minimum of 4 points
- The Public Relations Officer will distribute the Communication Awards guidelines and criteria checklist and send to all newsletter editors, presidents, public relations officers, and secretaries, at least 100 days prior to the deadline for entries.
- Checklist Guidelines will also be posted on the District Six website at [www.sofn6.org](http://www.sofn6.org).
- Lodges will be asked to complete the Communications Award Entry Form (page iii), and submit their entries in a digital (pdf or jpg files) or paper portfolio in compliance with the checklist criteria, (found on page ii) no later than May 1 of each Convention year.
- Lodges will be judged only against the checklist criteria, (found on page ii), not in competition with one another. (Multiple awards in each category are expected.)

## COMMUNICATION AWARDS CHECKLIST CRITERIA

(Appendix A – cont.)

1. Lodge Newsletter (1 point for at least 4 items, 2 points for at least 6 items, 3 points for all 8 items)
  - Published on a regular basis (minimum 6 times per calendar year) and shared with all Lodge members
  - Shared with other District lodges on the District Six Facebook Group and with individual lodge editors through posting on [editors@sofn6.org](mailto:editors@sofn6.org) (per issue)
  - Includes Lodge name, number, and meeting location displayed prominently
  - Includes the Sons of Norway Mission Statement
  - Includes future activities, with dates, times, locations, program information, and any costs
  - Includes cultural, fraternal, and financial information about Sons of Norway
  - Includes at least one current message from a lodge leadership member
  - Includes documentation of member events (with photos and captions of participating members)
2. Lodge Website (point value 1) — current updates (approximately every 90 days).
3. Lodge Face Book Page (point value 1) — current posting(s) (approximately every 90 days).
4. Lodge events (point value 1) — email/calling tree/messaging and Lodge event flyer/postcard distributed digitally and/or by hard copy to all Lodge members
5. Lodge featured on District Six page in Viking Magazine (point value 1) — minimum of once every 2 years.
6. Lodge participation in or support of a local/regional community event (point value 1) as promoted or advertised by the displaying of a lodge banner, listing in a program or other type of media awareness, including but not limited to: festival, parade, farmer's market, sporting event, community celebration, etc. Minimum once every two years.
7. Use of Scandinavian publication resource materials (point value 1). Sharing information with all Lodge members, a minimum of once every 3 months, via any communication method. This information should come from at least 3 varying Scandinavian publications including but not limited to the District Six Newsletter, Viking Magazine, Sons of Norway Foundation, Sons of Norway Financial Advisor Newsletter, Norwegian American Weekly and or the monthly Sons of Norway newsletter service.
8. Public Service Announcement (PSA)Article/Photograph/Calendar Listing (point value 1) in a local community publication (newspaper, TV, radio, senior center calendar, mobile home news, Homeowners' Association newsletter, church bulletin, Penny Saver Ad, etc.) — minimum of once every 12 months.

Total point value 10 points

**COMMUNICATION AWARDS SUBMISSION FORM**  
(Appendix A – cont.)

- All checklist criteria items may be submitted electronically (pdf, word docs, jpegs, etc.), as attachments to an email, or as a hard copy portfolio format.
- The District Six COMMUNICATION AWARDS will be based on all Lodge promotion and marketing efforts made by your Lodge during the 2-year period, immediately preceding each biennial convention (as submitted in accordance with the Checklist Criteria – found on page ii).
- All entry forms and accompanying documents and photos must be submitted by an officer of the Lodge to the District Six Public Relations Officer – (pro@sofn6.org) no later than May 1 of the biennial convention year

LODGE NAME \_\_\_\_\_ #6 - \_\_\_\_\_ ZONE \_\_\_\_\_

LODGE OFFICER NAME \_\_\_\_\_ OFFICE \_\_\_\_\_

SUBMITS THE FOLLOWING CRITERIA CHECKLIST ITEMS AS EVIDENCE OF LODGE COMMUNICATION EFFORTS OVER THE PAST TWO YEARS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_