

Do you have a club website? Why not enter your site in the 2010 Multiple District 24 Website Contest. **Entry form is due to your District PR Chair by 1 May 2010.**

Does your club keep a scrapbook? Why not enter your scrapbook in the 2010 Multiple District 24 Scrapbook Contest. **Notification of your club's intent to submit a scrapbook at the State Convention is due to your District PR Chair by 20 April 2010.**

First and Second Place Website and Scrapbook winners will receive an award during the Saturday General Session at the 2010 Lions of Virginia State Convention.

Websites are a very effective Public Relations tool you can use to announce and showcase your club service projects and fundraisers to members and the community. Your website provides a 24X7 presence. It is a great way of letting members and potential members about meeting dates and the interesting topics that will be discussed. Add some pictures of hardworking Lions having fun doing a service project and let everyone know that Lions Smile and Have Fun while helping in their community.

Scrapbooks are also a very effective Public Relations tool. Set up a special table at your fundraisers or service projects and display your scrapbook. Litter the table with left over pictures or reprints and let people sift through them. Have one or more of your Lions with the "gift of gab" near-by to speak with anyone who would like a little more information. Your Scrapbook will emphasize the important contribution each person is making by supporting your club fundraiser. You might even be able to encourage them to take the next step and become a member! Make sure you have a business card, postcard or handout that has contact and meeting information for your club -- and be sure to include your club website address!!

For more information please contact your District PR Chairperson or Lion Sharon Hart, MD24 Public Relations Chairperson at s.hart@erols.com or 540-955-6229. Forms are also available at www.lionsofvirginia.org and www.valions.org under Administrative Forms.

24A: Lion Hope Burke, 14003 Mathews Dr. Woodbridge, VA 22191 (703-496-7389)
LionHopeBurke@hotmail.com

24B: Lion Royce Savelle, 2001 Castle Glen Dr., Richmond, VA 23236 (804-745-8157) rsavelle@msn.com

24C: Lion Sharon Hart, 775 Wadesville Rd., Berryville, VA 22611 (540-955-6229) s.hart@erols.com

24D: Lion Donna Baker, 238 Westonia Rd, Chesapeake, VA 23323 (757-487-9375)
dsbaker007@cox.new

24E: Lion Delmer Bailery, 3021 Timberwood Lane, Moneta, VA 24121-2628 (540-297-3519)
delmerpat@aol.com

24F: 1st VDG Lion Jeff Heaberlin, P. O. Box 188, Wise, VA 24293 (276-328-3229)
jbheaberlin@webtv.net

**2010 Multiple District 24 Website Contest
Entry Form**

The entry form must be submitted to your District PR Chair by May 1, 2010.

Club Name: _____ District 24-____ Date: _____

Web Master Name: _____ Web Master e-mail: _____

Website URL: _____

Pre-Qualification Requirements:

Instructions: The Club website must have its link on the Lion Net site by May 1, 2010. This can be done by going to <http://www.lionnet.com/contact.html> and requesting your web site's link be added to Lion Net. A word of caution: The link does not occur the same day. They review your website, thus it may take a week or two for your web site link to show up on their site.

The Club Web Master must verify compliance with the pre-qualification requirements on this entry form when submitting their web site to their District PR Chair for entry into the MD-24 contest. The District PR Chair will validate correctness of this data prior to submitting the web site to the MD-24 Chair. If you do not meet the pre-qualification requirements, your Website is NOT eligible for entry.

1. The Website must be listed as a link on www.LionNet.com Is it? Yes No

2. Professional Websites are judged separately from non-professional designed sites. Professional Websites are defined as Websites which a club paid a professional to develop. Indicate to which category the Website belongs below:

Professionally developed site?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Non-professionally developed site?	<input type="checkbox"/> Yes <input type="checkbox"/> No

3. Club submitted entry to their District Chair by May 1, 2010? Yes No

4. District Chair submitted entry to the MD-24 PR Chair by May 11, 2010? Yes No

5. Was a separate list of current Club Officers attached to the entry? Yes No

2010 Multiple District 24 Website Contest
District & MD-24 PR Chair Scoring

Instructions: (Club Web Masters may use this section to evaluate their Website for competition, if they so desire.) Upon receipt of an entry from one of their Clubs, District PR Chairs will score the entered Website against the scoring criteria below and forward it to the MD-24 PR Chair, by May 11, 2010. Upon receipt of all entries, the MD-24 PR Chair will score each Website and average the scores with the scores of District PR Chairs to determine a final score.

1. Is the Website current, factually correct, and constantly updated? (20 pts.) Score: _____

2. Does the Website contain the goals and objectives of: (5 pts. each) Score: _____

Your Lions Club;
Your District; and
Lions Clubs International?

3. Does the Website contain the: (5 pts each) Score: _____

Lions Mission Statement and the
Lions Code of Ethics?

4. Does the Website contain: (10 pts each) Score: _____

Display of club fundraising, meeting and service activities;
Links to your District's service activities such as Sight & Hearing Vans;
Links to MD 24 State service activities such as BLAND and LOVF; and
Links to LCI service activities such as LCIF, SIGHTFIRST II?

5. Is the Website: (5 pts each) Score: _____

Easy to navigate?
Does it interest a non-Lion to continue reading? and
Do all the "links" take the viewer to the correct place(s)?

6. Does the Website reflect that Lions Clubs are the world's largest service organization and not a fraternal organization (5 pts) Score: _____

7. Does the Website: (15 pts each) Score: _____

Provide membership information?
Provide a way to contact the club for more information about membership?

8. Does the Website provide a means to ask questions, ask for assistance, or leave a message such as a: (10 pts each) Score: _____

Website helpdesk (e-mail link) or
Guest book?

9. On a scale of 1-20, judge the Website overall: (20 pts max.) Score: _____

Look;
Ability to interest anyone reading it;
Overall content;
Use of color and graphics;
Use of pictures;
Proper use of Lions logos; and the
Promotion of Lionism.

Total Score: _____

Selecting the Winners:

After the initial scoring, the MD-24 PR Chair will submit the top four (4) scored Websites to one (1) professional Website developer and to at least two (2) non-Lions for evaluation and for ranking of the submitted Websites in the order of 1 through 4, with 1 being the best. Rankings 1 and 2 will be the first- and second-place contest winners.

Presentation of Awards:

The MD-24 PR/PA Chair will present the winners their awards at the Saturday General Session at the 2010 State Convention.

Multiple District 24 2010 Scrapbook Contest Rules and Criteria for Judging

TO: All MD 24 Club Presidents, District Governors and Vice District Governors

Scrapbooks will be judged using the following criteria:

1. Club civic or service activities published in newspapers, including photographs and headlines. **(5 points for each article)**
2. Club-related activities, such as articles about member recognition, charter nights, membership, etc., published in newspapers, including photographs and headlines. **(5 points for each article)**
3. Captioned (names, date, and description) photographs of club civic or service activities. **(5 points each activity)**
4. Captioned (names, date, and description) photographs of District Governor or District Cabinet member attending a club meeting. **(3 points each meeting)**
5. Captioned (names, date, and description) photographs of club meeting related activities **(1 point each activity)**
6. Copies of printed club-related posters, handouts, etc. **(5 points each)**
7. Copies of club newsletters, brochures, or other published material **(5 points each)**
8. Overall neatness, rated on a scale of 1 to 10 **(1-10 points)**
9. Attractive appearance, rated on a scale of 1 to 10 **(1-10 points)**
10. Club name, district, and city appropriately placed **(10 points)**
11. Scrapbook keeper's name and address displayed **(10 points)**

CONTEST ENTRY RULES AND JUDGING INSTRUCTIONS

1. Scrapbook submission: **To be eligible, a club must notify their sub-district PR Chair of their intent to enter a scrapbook in the contest at least 30 days prior to the start of the State Convention.** Scrapbook must be placed on the designated table in the state convention Exhibit area by 10:00 AM, on Saturday, May 22, 2010. Enter appropriate information on the sign-in sheet located at the entry site. Entry can include only ONE scrapbook no thicker than two and a half (2.5) inches - not counting the front and back cover - with pages no larger than twelve (12) inches wide and twelve (12) inches high. Only scrapbooks for current Lions year 2009-2010 can be submitted. Scrapbooks must be picked up from the exhibition area by 4:00 PM, on Saturday, May 22, 2010.
2. Judging of scrapbooks: The MD-24 General Chairperson of the Public Relations Committee will be responsible for conducting the judging of scrapbooks in accordance with the criteria listed above. When the MD24 PR Chair cannot obtain enough committee members and volunteers to assist with judging, the Chair will make the selections. A scoring tally card may or may not be provided to contestants. **First- and second-place awards will be presented at the Saturday afternoon general session by the MD-24 PR Chairperson.**