

## District Fifteen Helen Bartlett Award for Club Communication and Marketing

Promotional Item	Possible Points
<b>Internal Communications/Promotion</b>	
Items that contain – Club Logo, Club details, Meeting place time and dates, contact details and Altrusa International history and information.	
Yearbook or Club Directory	4
Pamphlet	4
Rack card	4
Business card or similar	4
Other (give details)	4
<b>Sub total</b>	<b>20</b>
<b>Distribution of Club Newsletter:</b>	
Number of issues per annum (points per issue)	11
Distribution to:	
Club members	2
Friends of Club (past members etc)	2
Governor	2
District Board	2
District Website	2
Public Places, e.g. library	2
At functions/meetings/events	2
<b>Sub total</b>	<b>25</b>
<b>Club Orientation &amp; Induction Materials:</b>	
Orientation booklets/materials List items included in your packs:	4
Frequency this year (give details):	2

New members' pack Physical or digital?: List items included in your packs:	4
Induction programme (containing District and International information) Describe how it was implemented and list any materials used:	4
Frequency of programme this year:	2
Mentoring/buddying system for new members List items included and how it was executed:	4
<b>Sub total</b>	<b>20</b>
<b>External Promotion:</b>	
Newspaper articles since last Conference: (include details):	5
Wider Public Coverage e.g. Notice boards/Radio/T.V. etc. (Give details)	5
<b>Sub total</b>	<b>10</b>
<b>Social Media:</b>	
Facebook page with regular posts	3
Club page on District Website updated	4
Club websites and other digital channels e.g. Instagram/Twitter/Snapchat/TikTok/Trello e.t.c.	3
<b>Sub total</b>	<b>10</b>
<b>Other creative marketing materials,</b> e.g. bookmarks, teardrop flags - list your items -	5
<b>New member recruitment drive events:</b> Describe:	10
<b>Sub total</b>	<b>15</b>
<b>Total possible points</b>	<b>100</b>

Where possible include/attach copies, examples or photos of your communication and promotional materials.