

Carriage Association of America Membership Committee

CAA Chapters Newsletter Competition

Purpose:

The CAA Chapter Newsletter Competition is established

- ❖ To promote and further the underlying mission of The Carriage Association of America
- ❖ To help create more interaction between The CAA and its chapters
- ❖ To increase communication and sharing of knowledge within each chapter and to provide ideas for other chapters
- ❖ To promote more communication within clubs to help increase their membership and CAA membership

Newsletter Awards:

- ❖ Over-all winner will receive a \$200 cash award for its club and Certificate of Recognition
- ❖ Other two category winners will receive Certificates of Recognition
- ❖ Editor of each category winner will receive a gift card
- ❖ Recognition via CAA media streams

Article Award:

There will be a special award category for a Newsletter Article

- ❖ Best Educational Article
- ❖ Winning author will receive a Certificate of Recognition and a gift card
- ❖ Recognition via CAA media streams
- ❖ Criteria will be based upon
 - Content
 - use of images
 - Engagement
 - Reference Citations

Time Frame:

- ❖ The contest will begin on January 1st of each year
- ❖ Entries will be submitted between September 15th and October 1st of that year
- ❖ Entries will be judged between October 2nd and November 30th
- ❖ The winner will be announced in December
- ❖ Formal recognition and award presentation to be at The CAA Symposium or The CAA Learning Weekend held at the beginning of the following year

Judging:

- ❖ There will be a panel of judges consisting of the CAA Executive Director, Membership Committee Chairperson, Chapter Liaison, and a written communications professional

Guidelines

- ❖ Three categories: Printed Newsletter, Electronic Newsletter, Website Newsletter
- ❖ Only one category can be entered; no cross-over entries
- ❖ Newsletters submitted to the contest can be in either electronic or printed format
- ❖ An entry will consist of two newsletters.
- ❖ Contest registration form needs to be submitted with the entry
- ❖ There is no cost to enter

- ❖ Entry should be sent to CAA Executive Director by e-mail or postal service mail
Currently: Jill Ryder
E-Mail: caa_jill@windstream.net
Mail: 4075 Iron Works Parkway, Building D, Lexington, KY 40511

Judging Criteria for Newsletters

- ❖ Content
- ❖ Clear communication
- ❖ Layout
- ❖ Use of images

Possible Ideas

- ❖ Club officers and contact information
- ❖ Calendar of activities
- ❖ Reports of recent club activities
- ❖ Information about future club activities
- ❖ Articles on safety, carriage history, traditions, restorations, etc.
- ❖ Articles on health and safety of your equines
- ❖ Related educational articles
- ❖ Pertinent photographs
- ❖ Honors, awards or recognition of club members for driving related activities such as participation in shows, parades, demonstrations, or giving presentations
- ❖ Anything that makes your newsletter interesting and valuable to your club members
- ❖ Use your imagination and have fun!

Any questions should be directed to The CAA Chapter Liaison.

Currently: Sally Armstrong

e-mail: donkeyoaties@gmail.com

phone: 830-868-4645

cell: 830-637-9165

Please scroll down – two more pages

Newsletter entry form

Article entry form

Carriage Association of America
Membership Committee

CAA Chapters
Newsletter Competition Entry Form

CAA Chapter Name: _____

Chapter President: _____

e-mail address: _____

phone: _____

cell: _____

Newsletter Editor: _____

e-mail address: _____

phone: _____

cell: _____

Name of Club Newsletter: _____

Category: Printed Newsletter Electronic Newsletter Website Newsletter
(Please circle one)

Dates of the two newsletters being submitted:

1. _____

2. _____

Approximately how many club members receive the newsletter? _____

On average, how many newsletters are produced each year? _____

Carriage Association of America
Membership Committee

CAA Chapters
Article Competition Entry Form

CAA Chapter Name: _____

Chapter President: _____

e-mail address: _____

phone: _____

cell: _____

Author's Name: _____

e-mail address: _____

phone: _____

cell: _____

Title of Article: _____

Name of Club Newsletter: _____

Date Article Appeared in Newsletter: _____