

# CHEA Public Relations Contests

**Lodges of the California–Hawaii Elks Association (CHEA) are invited annually to participate in four (4) CHEA Public Relations Contests, based on divisions as follows:**

Each Contest is judged in six divisions based on membership:

Division 1 = Lodges with up to 300 members

Division 2 = Lodges with 301 to 500 members

Division 3 = Lodges with 501 to 700 members

Division 4 = Lodges with 701 to 1100 members

Division 5 = Lodges with 1101 to 1500 members

Division 6 = Lodges with more than 1500 members

Winners in each division for each contest will be announced at the following Mid Term meeting or CHEA Convention



## **Best Web Site Contest:**

Lodges may submit their Lodge Website **OR** Lodge Facebook page but not both. Websites and Facebook pages will be viewed periodically throughout the year by a judging panel that will consider **Content** (news of **Grand Lodge, State** and **Local** Programs); **Layout** (menu, accessibility, committees, readability); **Design** (special presentations methods); **Graphics** (pop up or scrolling messages, use of graphics or photographs); and **Telling of the Elks Story**. Entry form can be found and completed on line at <https://chea-elks.org/wp-content/uploads/2018/08/PR-BestWebsiteEntryForm08.22.2018.pdf>. A printable PDF is also available online if you prefer to mail your entry to the address below. All entries must be received by September 1st.

## **Community Service & Image Brochure:**

Include all Public Relations material; newspaper articles, Lodge Bulletin articles, radio and television announcements, thank you letters & notes, etc. since April 1<sup>st</sup>. Items must be submitted no later than February 15<sup>th</sup>. One (1) binder or notebook (3-ring); 8 ½ x 11” and not more than 4” thick. Only one (1) submission will be accepted per lodge. Include a “To Whom it May Concern” letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective previous April 1<sup>st</sup>. **Send entry to the address listed below.**

## **Lodge Bulletin Brochure:**

Include three (3) consecutive issues of your Lodge Bulletin published between April and December. Must be submitted to state PR Chairman to be received no later than February 1. Bulletins must be neatly bound in an appropriate folder, binder, or notebook. Do not submit loose bulletins. Include a “To Whom it May Concern” letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective previous April 1<sup>st</sup>. **Send entry to the address listed below.**

## **Single Best Event Brochure:**

Submit the “one most outstanding or continuing event” that has contributed the most to your community and the Lodge this year. Entries must be submitted (in an appropriate folder, binder, or notebook 8 ½ x 11”; and no more than 1” thick) no later than February 15<sup>th</sup>. Only one (1) submission will be accepted per Lodge. Loose pages or sheets will not be accepted and brochures not conforming to the above rules/requirements will not be judged. Include a “To Whom it May Concern” letter executed by the Lodge Secretary, on official letterhead, verifying Lodge membership effective previous April 1<sup>st</sup>. **Send entry to the address listed below.**

## **Entries for Judging should be submitted to the following address:**

Patrick Akes, Chairman  
Public Relations Committee  
500 W. Seventh Street  
Corona, CA 92882-3201  
Email: cheapublicrelations@gmail.com