

To: Washington State Elks Lodge's

Local Lodge Email Blast Contest

Recognizing the importance of regularly and consistently engaging both our membership and communities to build more active lodges, retain more active members and bring in more members from our communities, the Washington State Elks Association, through our Online Presence Coordinator, our Lodge Development & Promotion committee and our Public Relations committee bring you the Lodge Email Blast contest. Local Lodges that keep their membership and community informed and aware of current lodge events & programs with a regular and consistent Email Blast program will compete against other Lodges to win up to \$500.

There will be a single Email Blast winner for our State that will be awarded a framed certificate and award check for \$500. Certificates and award checks of \$250 & \$150 will also be awarded for 2nd and 3rd place in our state.

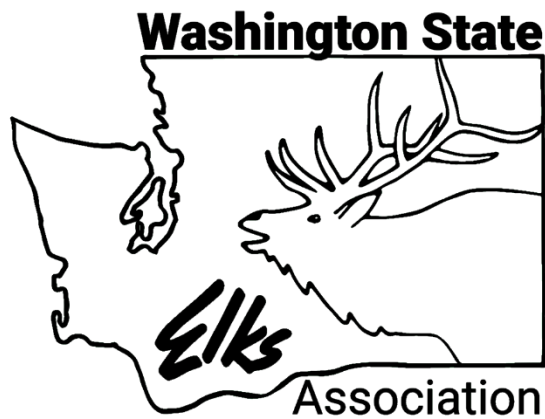
All state lodges who provide the needed materials will be judged in this contest and will be required to fill out and complete a copy of the email blast information form and submit it to the Online Presence Coordinator Benjamin Braden along with copies of the lodge email blasts to be judged. A maximum of one email for each month between & including April and March may be entered for a total of 12 emails. PDF files are acceptable.

The Judging Criteria for the Contest is as follows:

- **Frequency**-how often the email is sent out.
- **Content**-News of Local lodge programs & events and the timeliness of this content
- **Design**-Overall design of the email(s)

All inquiries to:

Benjamin Braden, WSEA Online Presence Coordinator
E-mail: benjaminbraden@aol.com



LOCAL LODGE EMAIL BLAST AWARD

~ Information Form ~

Please complete this Form below and email it and your emails to be judged in PDF Form to Online Presence Coordinator Benjamin Braden. The Lodge emails will be judged on the following criteria:

1. Frequency of the blasts
2. Content
3. Design

Complete the following information.

Lodge Name:

Lodge Number:

Frequency of email blasts:

Editor of the Blasts Name:

Editor of Blasts Email address

Include one copy per month of your email blasts for the current Elks Year (April thru March). Up to twelve can be submitted. **The deadline for entry into the contest is April 30.** The top three lodges will be announced at Summer Convention.

First Place: \$500
Second Place: \$250
Third Place: \$150

SUBMIT ENTRIES TO:

Benjamin Braden benjaminbraden@aol.com