



WESTERN ASSOCIATION
OF CHAMBER EXECUTIVES

E-Newsletter Evaluation* & Awards Entry Form

**“Many of our W.A.C.E. members have said that getting the evaluation and feedback from our judges is well worth the entry fee; being named an award recipient is icing on the cake.”*

NOTE: Only e-newsletters distributed during 2022 are eligible for submission. Entry form must be completely filled out to qualify.

Criteria in judging e-newsletter entries will include:

- Professional look/first impression
- Content — good balance of stories, not all events
- Good headlines
- Quick read/overall length — (use of “more” or for the “full story click here”)
- Links
- Special features worth noting
- Identification & Legal Essentials: Chamber name/Address/Opt-out option

Chamber _____ Executive _____

Chamber Annual Budget \$ _____ # of members _____

Statement of purpose of your e-newsletter _____

Frequency _____

e-Newsletter budget _____

What is your chamber’s financial goal for your e-newsletter?

☐ Money maker ☐ Break even ☐ Necessary expense

Describe the finances of your e-newsletter—how much money it makes or costs the chamber annually _____

Who writes and has editorial control of your e-newsletter?

☐ Chamber staff ☐ Volunteers ☐ Paid contractor/professional

☐ Combination/other (describe) _____

Return Forms to: W.A.C.E. Communications Awards
P.O. Box 1736
Sacramento, CA 95812-1736

or email to: dave.kilby@calchamber.com

NOTE: **After** entry form has been submitted, e-mail links to **two different issues** of your e-newsletters to dave.kilby@calchamber.com
Send check for appropriate entry fee — \$35 — Completed forms must be received by **November 10, 2022**.