

PUBLIC RELATIONS COMMITTEE – New Proposal
From Linda Mabus, Chair

The Public Relations Committee has submitted the following information on new proposal for the Outstanding Local Collie Club Awards Program along with proposed forms are included.

Outstanding Local Collie Club Awards

- **What is the Award?**
 - Honors Local Collie Club(s) that provide(s) outstanding collie promotion annually.
 - Assists in all clubs to be able to compete, tiers by club size have been established.
 - Tier 1: Clubs with memberships of 25 or less
 - Tier 2: Clubs with membership more than 25

- **What are the requirements?**
 - Requirements:
 - Local collie club must demonstrate with submission collie promotion effort (website, workshop(s), mentoring, etc.) to the collie fancy.
 - A local collie club is eligible to receive this award for two consecutive years. After receiving this award for two consecutive years, the honored local collie club will not be eligible for this award until a year has passed before being eligible to receive this award again.
 - Each individual collie club, to be eligible for the trophy, MUST hold 60% or more of the Collie Club of America (CCA) membership in their club (Proof must be provided.)

 - Criteria:

Nominee submissions will be divided into two tiers of groupings based on the size of their membership and resources.

Submission of materials that support collie promotion and the application form.

Questions to consider:

- What collie programs/activities/educational events were done by the club this year? Give details, i.e., number of member participants, number of attendees, schedule/program, etc. If the event was a repeated event, was there recorded growth?
- How does the club encourage outreach to the public and to the membership? Give details, i.e., flexible meeting schedules, open/advertise activities, etc.
- Is the club-created program(s) somehow unique to collie outreach/education? Could other clubs replicate the program(s) in a

manner appropriate to their resources? Does this program(s) reach out to the public? How?

- Does the submission describe in detail how the club provided significant help/inclusion for current and/or prospective collie club members?
 - How does the Club reach out to its own membership? Designate new members gained during the year.
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- **Where to apply?**
 - Complete and submit the form. Include materials that describe activities and membership.

 - **When to apply and deadline?**
 - Submissions January 1 to January 31. The deadline for submitting the completed form will be January 31.

 - **When Honoree(s) announced?**
 - Awards will be presented at the CCA National.

 - **What the Honoree(s) receive?**
 - CCA will donate a Loving Cup to each honored club to be used for their Conformation show only and to be offered as their trophy for their Best of Breed prize or Best Opposite to Best of Breed or Best of Best of Winners ONLY. The winning club is offered their Cup free of charge for that year and no other Cup can be purchased by the club for that year.
 - A certificate presented at the National.
 - Recognition in the *Bulletin*.
 - Bragging rights in the presentation of the CCA Loving Cup within their local community.

 - **Who will evaluate?**
 - The Public Relations Committee will evaluate submissions?



**COLLIE CLUB
OF AMERICA**

OUTSTANDING LOCAL COLLIE CLUB AWARD

Nomination Form

- A. Name of Nominee Club:
- B. Nominee is submitted by: (Position held by nominee in club and contact information)
- C. Size of club's membership: (Designate new members.)
- D. Number of members who are Collie Club of America (CCA): (Provide proof.)
- E. Please describe programs and/or activities that should be recognized with this nomination:
(Please attach separate sheet(s) and be as specific as possible. Include dates, programs, names, audiences, number of people reached, etc.)
- F. Please include a non-returnable group photo of the nominee as well as photos of activities: (Label photograph(s) with club's name. If applicable, include the name(s) and date(s) of the event pictured. Send by email.)
- G. Send completed nomination form and checklist items to:

CHECKLIST: Only complete nominations will be considered. Please include:

- Photograph of nominated club group.
- Description of the programs /activities that you wish to be recognized.
- Application form with nominee's and submitter's name and contact information.

- Membership list with CCA members designated. (Each individual collie club, to be eligible for the trophy, MUST hold 60% or more of the Collie Club of America membership in their club.)
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Outstanding Local Collie Club Awards:

The Public Relations Committee proposes to add the Outstanding Local Collie Club Awards to be given annually by the Collie Club of America. The purpose of the awards is to encourage the promotion of the collie, the local collie club, and the Collie Club of America. Two local collie clubs are to be honored for outstanding collie promotion for the year. The two awards will be given by tiers based on membership.

An unsung way in which the Collie Club of America has in collie promotion and support for the Collie Club of America is the local collie clubs throughout the country. We submit the request that the Collie Club of America would support and honor local collie clubs by awarding a CCA Loving Cup annually for each of two (2) local collie clubs that are doing a great job in this promotion. With the current environment that we have, we have an opportunity as a purebred parent club to lead in awarding our own for an outstanding job in collie promotion. In reality, the local collie clubs are our best resource in collie promotion.

Outcome expected:

- Great collie promotion to the public
- Growth in local collie clubs, with reflective growth in CCA membership.
- The CCA Loving Cup may be used by the honored local collie club with their show premium list to communicate the local collie club's prestigious standing among collie clubs.
- Enthusiasm within the local collie clubs in working toward collie promotion goals and being recognized and awarded for their work.

The Public Relations Committee is requesting the annual grant of a CCA Loving Cup awarded for each tier based on the club's membership size and resources, a total of two loving cups presented annually. Two tiers are planned with viewing membership size of clubs at the following:

Tier 1: Clubs with memberships of 25 or less

Tier 2: Clubs with memberships more than 25

Each individual collie club, to be eligible for the trophy, MUST hold 60% or more of Collie Club of America membership in their club. One individual eligible club will be chosen from each category (tier). CCA will donate a Loving Cup to each honored club to be used for their Conformation show only and to be offered as their trophy for their Best of Breed prize or Best Opposite to Best of Breed or Best of Best of Winners ONLY. The winning club is offered their Cup free of charge for that year and no other Cup can be purchased by the club for that year.

2nd Award **Proposal**

Mission Statement

Certificate of Appreciation

This award is given to any Collie Club of America member in good standing who has made an outstanding contribution to CCA. Nominations come from anyone who is a member CCA, but it is not self-nominated. Once the nomination form is completed, including a 250-word description of why this member should be awarded, the nominee(s) will be selected by the CCA Public Relations Committee. Recipients of the award will be recognized through online CCA Outreach and ½ page interview in the CCA Bulletin.

The Collie Club of America has so many volunteers that help to keep this club the active, vibrant community that it is, and the Public Relations Committee would like to see these people, who often work behind the scenes, acknowledged for all they do. We recently discovered that our secretary has a large amount of "Certificate Of Appreciation" that used to be awarded, we thought this was a good idea, and we would like to bring this act of kindness and recognition back.

Membership can nominate anyone who they feel is deserving of this certificate. They complete the nominating form, write a 250-word description of why this member should be awarded, then the Public Relations Committee will go through the suggestions and will consider quarterly an honoree. We'll do a short interview with the recipients and publish it on CCA Outreach and would like to also give them a half a page write up with photo in the Bulletin. Giving them public recognition will hopefully inspire others to volunteer for the club, and those who have given so much will see that the club and the membership appreciate all that they do.

The only cost to the CCA would be for envelopes and stamps!



**COLLIE CLUB
OF AMERICA**

CERTIFICATE OF APPRECIATION

Nomination Form

- H. Nominee
- I. Nominee is submitted by:
(Give position, phone number, e-mail address.)
- J. Please describe why this person should be recognized with this nomination:
- K. Please include a non-returnable photograph of the nominee.
(Label photograph(s) with nominee's name. If applicable, include the name and date of the event pictured. Send by email.)
- L. Send completed nomination form and checklist items to:

CHECKLIST: Only complete nominations will be considered. Please include:

- Photograph of nominated individual.
 - Description of the contribution to the Collie Club of America that this individual shared. (250 words or less)
 - Application form with nominee's and submitter's names and contact information.
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