

PRESENTATION FROM THE PUBLIC RELATIONS COMMITTEE
Chair, Linda Mabus

Our Public Relations Committee approved two proposals to forward to the Board last evening. Since there are two proposals with documents for each, I am going to send them separately. The one that is attached with this email pertains to the 'Certificate of Appreciation'

Linda Mabus, Chair
Public Relations Committee
Collie Club of America

Outstanding Local Collie Club Awards:

The following Proposal is in two parts:

- 1) To establish the Outstanding Local Collie Club Awards.
- 2) To furnish financial support for the Outstanding Local Collie Club Awards

The Public Relations Committee proposes to add the Outstanding Local Collie Club Award 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.

Collie Club of America has supported the amount of \$ 500.00 each, a total of \$ 1,000.00, annually for the “Meet the Breed” events in New York and Orlando, FL Collie promotion and the Collie Club of America are well supported at these events. These events are indeed supported, however, increasing the possible geographic support would make it conceivable for other areas to benefit by monetary means in collie promotion. 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 contributing \$ 500.00 award 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. Coming off of a couple of years’ stent of decrease socialization, we can be forthright in the elevation of the collie.

Outcome expected:

- Great collie promotion to the public
- Growth in local collie clubs, with reflective growth in CCA membership.
- Cash award that can be used to assist the local collie club in further collie promotion.
- 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 \$ 1,000.00 for \$ 500.00 awarded for each tier based on the club’s membership size and resources. 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



Collie Club of America, Inc.

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:
- D. Number of active members:
- 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.

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 the CCA. Nominations come from anyone who is a member of 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 a 1/2 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 "Certificates 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 award a few a year. 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, Inc.

CERTIFICATE OF APPRECIATION

Nomination Form

- A. Nominee
- B. Nominee is submitted by:
(Give position, phone number, e-mail address.)
- C. Please describe why this person should be recognized with this nomination:
- D. 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.)
- E. 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.