

2019 CFMS WEB SITE CONTEST OVERVIEW

All CFMS Society Webmasters are invited to enter the 2019 CFMS Web Site Contest.

The major functions of a society's web site are: attracting new members, providing information for its members, public advertising of society activities including shows, and offering educational information. This contest attempts to determine the effectiveness of the society's web site in providing information to meet these goals, not to determine the quality or capabilities of the society.

Even if you don't enter the competition, the guidelines are full of valuable information. One tip to note is that, if you happen to post your newsletter online, don't rely on that to illustrate membership information and other attributes of your society. Include information about your society's programs and activities within the web site itself.

Be sure to read and follow the **2019 Score Sheet Guidelines**. This year's changes include:

- Basic meeting information must be on your home page to receive the full points.
- Club contact information or a submit form for the Webmaster or Main Contact is required.
- Contact information or link to a submit form for the Webmaster is required on any page with a link so that broken links can be easily reported.
- A Search Engine is no longer required, and Keywords in the html are no longer required
- See Guidelines and Score Sheet regarding use of logos.

If you have questions about any of the rules or requirements, please email me at mvoneill@comcast.net.

TO ACCESS THE FORMS: Go to the CFMS web site, www.cfmsinc.org - click on **the "Contest" link** and open the forms from the **Web Site Contest Forms list**.

The Web Site Contest Entry Sheet and Score Sheet forms are fillable and savable pdf's. Open each form and save it to your computer using a different file name.

- For the Entry Form, use "entry" somewhere in your file name.
- For the Score Sheet, use "score" somewhere in your file name.
- Include your society's name or an abbreviation in both file names.

The forms are used by all regions, so be sure to enter and "X" in the CFMS box at the top of the forms. Complete the entire entry form and the top of the score sheet. Email the forms to the CFMS Web Site Contest Chair, Merryan O'Neill, at mvoneill@comcast.net.

The deadline for the 2019 CFMS Web Site Contest is Sunday, November 18, 2018.

Webmasters may enter their society's web sites in the CFMS competition even if they have placed first the previous year. The top 2 CFMS winners will be forwarded to compete in the AFMS competition (except for a web site placing 1st in the AFMS contest in the last 2 years). The AFMS will continue to enforce a 2-year waiting period for entries that have placed first at the AFMS level.

The contest results will be announced at the 2019 AFMS and CFMS Shows. We hope you and others in your society will be able to attend the 80th CFMS SHOW & CONVENTION, March 8-10, 2019, hosted by the Pasadena Lapidary Society in Pomona, California. Meeting and awards locations will be announced soon.

Thank you for your participation in the CFMS/AFMS Web Site Contest!

Merryan O'Neill
CFMS Web Site Contest Chair