

2017 CFMS WEB SITE CONTEST OVERVIEW

All CFMS Society Webmasters are invited to enter the 2017 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 2017 AFMS Score Sheet Guidelines. 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 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 this year's CFMS Web Site Contest is March 24, 2017.

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 those 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 CFMS regional and the AFMS results will be announced on Sunday, June 11 2017, during the "Breakfast with the Editors and Webmasters" at the CFMS/AFMS Show & Convention, in Ventura, California. We hope you and others in your society can attend.

We look forward to receiving your entries and seeing you at the show!

Merryan O'Neill, CFMS Web Site Contest Chair