

Membership Contest

Deadline: July 1st, 2019

All states are eligible to participate and do not have to be present at the 2019 NJCL Convention in Fargo, North Dakota to win. The NJCL First Vice President will act as the Membership Contest Chair, and the Public Relations/Membership Chair will act as advisor. At the 2019 NJCL Convention, first place winners will be announced in each of the six categories and will each receive \$50 for their state to be used for JCL endeavors.

Categories

1. **Percentage growth of members within a state:** The state with the greatest growth of members relative to their current number of members will win this category. Percentage growth: the number of 2016-17 members minus the number of 2015-16 members divided by the number of 2015-16 members multiplied by 100.
2. **Net growth of members within a state:** The state with the greatest net growth of members will win this category. Net growth: the number of 2016-17 members minus the number of 2015-16 members.
3. **Percentage growth of chapters within a state:** The state with the greatest growth of chapters relative to their current member of chapters will win this category. Percentage growth: the number of 2018-19 chapters minus the number of 2017-18 chapters divided by the number of 2017-18 chapters multiplied by 100.
4. **Net growth of chapters within a state:** The state with the greatest net growth of chapters will win this category. Net growth: the number of 2018-19 chapters minus the number of 2017-18 chapters.
5. **Best statewide membership campaign:** The state that is awarded the most number of points in this category will win. Points are awarded for creativity, scale and visibility, and effectiveness of the membership campaign. Points are awarded both subjectively and quantitatively. Parts of a statewide membership campaign include but are not limited to: statewide events, membership outreach to in-state schools, and membership promotion materials such as slideshows, videos, and posters. Please submit photos, documents, membership promotion materials, and a summary of all parts of the statewide membership campaign, and include the number of chapters that participated and the approximate number of students that participated. This information can be submitted in print or electronically.
6. **Best use of social media (best social media presence):** The state that is awarded the most number of points in this category will win. Points are awarded for currency of information and site design and/or execution. Design and layout will be considered only

on the basis of visual appeal. Site design itself will not be factored in. Points are awarded both subjectively and quantitatively. Social media includes any social media websites (e.g.: Facebook, Twitter, Instagram, etc.) Pages must be managed by the state JCL board. All information must be unique and relevant to JCL activities. Specific publicity events posted on the pages will be considered in the previous competition. The creativity of such events will NOT be judged in this category. Please submit links to state social media pages by email to the 1st Vice President (vp1@njcl.org) and Public Relations/Membership Chair (publicrelations@njcl.org) no later than July 1, 2019.

All information for categories 5 and 6 must be postmarked or emailed by **July 1, 2019** to:

Aleah Malik

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NJCL 1st Vice President

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