



## SOP for National Newsletter Competition

### Marine Corps League

#### Introduction

The National Newsletter Competition encourages all Detachments and Departments of the Marine Corps League to submit their newsletter for judging. For the editors that work so hard on their newsletters, they should receive the recognition. If you don't already have a newsletter, consider starting one. The Judging staff would be glad to help and advise you in any way possible. The newsletter should encourage members to attend meetings and to remain as active as possible in the Marine Corps League.

The newsletter is a great informational tool for your members. It can remind them of meeting schedules, upcoming events, things they can volunteer for, who is sick, and to reflect on what you've accomplished. For those members that might have missed the last meeting, it's great for keeping your members informed. We encourage the Detachments to give out a printed copy to potential members. You also should consider leaving copies at VA clinics, Vet Centers, barber shop, etc., or anywhere you know veterans frequent. It can introduce people to your local Marine Corps League, to see who you are and what you do.

The Newsletter Judging Criteria on page three of this policy letter, does more than establish standards for judging. It makes a suggestions of things editors may want to include in their newsletter. Things that encourage readers to read through the entire publication.

#### Submission Rules

The newsletters sent in for judging, must have been published for the period between July 1 through June 30 of the Convention year.

The submissions to the newsletter competition will require three (3) issues from the same editor. The three (3) issues must be emailed to the following email address: [MCLnewsletter.comp@gmail.com](mailto:MCLnewsletter.comp@gmail.com).

Emails will be accepted from June 15<sup>th</sup> through July 5<sup>th</sup> of the convention year. Any submissions received after 5 July, will not be considered. Please do not email your newsletters each month. They should be emailed in one .pdf document.

The email must include the following:

- Detachment Number
- Detachment Full Charter Name
- Department of (State)
- Division (i.e., Central, Mideast, Midwest, New England, Northeast, Northwest, Rocky Mountain, Southern, Southeast, or Southwest.)

- Detachment membership amount.

The detachment's classification will be determined by the detachment strength report as published by National Headquarters as of July 1 of the convention year.

## **Awards**

12 plaques (1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup>) plus The Leatherneck Award will be awarded according to each class (membership strength).

- **Class I** (Platoon size detachments): up to 50 members
- **Class II** (Company size detachments): between 51 and 100 members
- **Class III** (Battalion size detachments): 101 or more members
- **Class IV** (Division size, i.e., departments)
- **Top award:** Overall winner **The Leatherneck Award.** To the top entry regardless of category to the best as determined by the judges for readability, informative, enjoyment & clear messaging.

The awards will be presented at the National Marine Corps League Convention

**Point of Contact** – Any questions should be directed to:

MCL National Newsletter Chair

Dianna Grantham

Phone: (251) 377-9818

Email: [mcnewsletter.comp@gmail.com](mailto:mcnewsletter.comp@gmail.com)

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Warren Griffin  
National Senior Vice Commandant  
Corporate Secretary

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3/1/2022  
Date

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Johnny Baker  
National Commandant  
Chief Executive Officer

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3/1/2022  
Date



## SOP Newsletter Competition

### Newsletter Judging Criteria

<b>JUDGING CRITERIA FOR DETACHMENT &amp; DEPARTMENT NEWSLETTERS</b>		
<i>This list is to provide categories that will be considered in judging. The newsletter should contain what the individual detachment or department feels appropriate for them &amp; their circumstances.</i>		
Detachment Number Or Department /Division name _____		
Pts	Possible Pts	Category
	10	<b>Overall Appearance</b> and Content - Style, Identification of Detachment, City, Contacts, editor name & submission info <b>(Makes you want to keep reading the whole newsletter)</b>
	7	<b>Marines Helping Marines</b> - Events, Actions, Activities, for individual marines or Marine units, M4L
	5	<b>Calendar</b> - Event Calendar with date, place & time
	5	<b>Color Guard &amp;/or Honor Guard</b> events
	5	<b>Funerals</b> - For Members, Marines & other veterans, Final salute, standing watch, pal bearers, etc.
	5	<b>Fallen Members</b> - Member &/or family member events, remembrance, listings
	5	<b>VETERAN HOMES - VAVS</b> - Veteran home visits, support, activities & other local veteran assistance given
	5	<b>Marine Corps Birthday</b> - Ball, Dinner or events
	5	<b>Toys for Tots</b> - planning, fund raisers, work parties, results
	5	<b>Detachment fun &amp; fellowship</b> events
	5	<b>Scouting Programs</b> - Eagle Scouts activities Awards & other scouting involvement
	5	<b>Historical Article</b> - Marine Corps, Detachment, Member, local hero, or League Member spotlight
	5	<b>Sick Call or Prayer list</b> of members or members family
	5	<b>Patriotic Holiday events</b> - 4th of July, Memorial Day, Veterans Day, Purple Heart Day, Constitution Day, Flag Day, President's Day, Washington B'day, Freedom Day, etc.
	4	<b>Other Holidays Events</b> - Christmas, Thanksgiving, Easter, Labor Day, etc.
	4	<b>Awards &amp; recognition</b> - Detachment, Department, National, or community (giving or receiving)
	4	<b>Member Recruiting &amp; New Members</b> (name, pic, bio) <b>Recruiting</b> events, plans, results, incentives for members, top recruiters etc.
	4	<b>Member's Birthdays &amp;/or Detachment Membership Anniversary</b>
	4	<b>Officer listing</b>
	4	<b>Conventions &amp; Conferences</b> - Department, Division, National - upcoming schedule, results, attendance.
	4	<b>Devil Dog</b> update, news
	4	<b>Marine Corps League Auxiliary</b> update, news
	4	<b>Community events</b> - participation, assistance planned &/or results
	3	<b>Local Youth:</b> Youth Physical Fitness, School Support - flag folding, military history, US history, Jr ROTC
	3	<b>Fun Stuff</b> - Graphics, Cartoons, interesting items
	3	<b>Membership stats</b> Number of members, Life members, past due, % increase achieved & planned
	3	<b>Other Social Media &amp; websites</b> reference for Detachment, Department, Division, & National
<b>0</b>	<b>125</b>	