

Show us how mighty your township message is!

LET US HONOR your township newsletters, Web sites, your best photos, and your TOI-affiliated Web site, as the 14th annual Mighty Message Contest is underway!

The Township Officials of Illinois is in our second century of service, as we celebrate with the theme *Township Government—Simply The Best* at our Annual Educational Conference Nov. 7-9 in Springfield. What better time for townships to celebrate your achievements and services, so submit your best newsletters, Web sites and other promotional materials in this year's Mighty Message Contest.

Sponsored by TOI, the contest recognizes townships across the state for their achievements in communicating current township issues to residents through the distribution of newsletters and other publications, and through other communications media.

Township officials recognize the need for effective communication to keep that relationship between citizen and government strong. A strong message developed by your township can inform, promote, and advance supportive behavior from your residents who are involved and are directly affected by your township's activities.

The five contest categories:

- Newsletters (four population classifications, 0-999; 1,000-5,000; 5,001-15,000 and 15,000 plus)
- Web Sites (four population classifications, 0-999; 1,000-5,000; 5,001-15,000 and 15,000 plus)
- TOI Web Sites ... if your township's Web site is administered through the TOI program, enter the contest for a prize for an informational and creative Web site (four population classifications, 0-999; 1,000-5,000; 5,001-15,000 and 15,000 plus)
- Other Publications/Miscellaneous Communications Media (welcome brochure, informational brochure about township services, news releases, videos on township history, outdoor signs announcing events, logos, buttons, etc.) (four population classifications, 0-999; 1,000-5,000; 5,001-15,000 and 15,000 plus)
- Best Photo of a Township Event (four population classifications, 0-999; 1,000-5,000; 5,001-15,000 and 15,000 plus)

Entries will be judged on four factors:

- Usefulness and significance of information presented
- Clarity of information communicated
- Overall attractiveness and readability (publications)
- Creativity

While printing and production may be professionally done, the message (text), ideas and images should be the creative work of the township. Judges who are not elected officials will rate the entries. Winners in each category will be presented with plaques at the Awards Breakfast at the Annual Educational Conference in Springfield on Tuesday, Nov. 9. One outstanding entry will also be chosen as the Message of the Year winner for achievement in communicating a message to its township residents.

If your township has not yet developed a newsletter, Web site, logo or other piece, this is a great opportunity to consider how such a vehicle could promote your township. Talk with neighboring township officials or call the TOI Office toll free at 866-897-4688 to learn more about developing an effective publication or Web site.

To enter, please complete the form following this article. All entries should be publications or Web sites that have been developed or modified since November 2009. Entries must be received by Friday, Aug. 27, 2010.



JOLIET TOWNSHIP was the Overall Award winner in last year's contest. From left: Assessor James Brenzewski, Trustee Jeff Wallace, Highway Commissioner James Maffeo, Clerk Beth Ann May (with plaque), Trustee Raymond Slattery, Supervisor Daniel Vera (with plaque), Trustee Suzanne Adamic-Albert, Trustee Bob Wisniewski (with plaque) and Tax Collector Denise Winfrey.

