

Royal Greeting Card Guidelines for Makers



1. The craftsperson/maker must be a WI member.
2. **Cards created for the Queen's Birthday 2022, must incorporate a current WI campaign using watercolour techniques. The card must include an explanation of the campaign chosen; this can be either written or printed and must be on the back of the card.**
3. The finished card must be sent to the NFWI (address below) along with contact details for the maker including email, address, telephone, WI and federation. **Deadline: Friday 25 February 2022**
4. The NFWI Chair of Activities Committee, with the support and guidance of an external professional, if necessary, will select the final maker. The chosen maker will be informed by email.
5. Commercial items, such as toppers, stickers or wording, should not be used. Branding or manufacture logo's must not be visible.
6. The final card dimensions should measure no less than 148 x 210mm (A5) and no more than 210 x 297mm (A4).
7. Text inside the card must read '*WI members send their warmest good wishes to you on this very special day*'. If the maker chooses to leave the inside of the card blank, this text will be entered by the NFWI on their behalf.
8. The maker must provide a short-written statement explaining the theory behind their finished piece of work plus a brief bio of themselves. This piece must be written and presented to a high standard worthy of accompanying the finished card.
9. The finished card must be sent to the NFWI (address below). If the maker wishes to deliver their work by hand, arrangements for delivery date and time must be prearranged and agreed with the NFWI.
10. The finished card will be sent to the NFWI Head Office, London to be signed by the NFWI Chair, and photographed before being sent to Buckingham Palace. The card will be sent along with the written piece detailing the maker (refer to point 8).
11. The maker must ensure the card is wrapped and packaged securely in a box. The box, containing the card, will be presented to the palace, therefore the maker must ensure that the box represents the high standard of the card within.
12. The NFWI reserves the right to publish images of the finished card, along with the written statement, on WI social media channels, My WI and in *WI Life*.
13. The finished card will be sent to the Palace on behalf of all WI members, for this reason, the NFWI will take ownership and responsibility of the card.
14. Once the card has been sent to the Palace, the maker nor the NFWI will be able to ask for the card to be returned.

Delivery details:

FAO Emma Harker, Activities Co-ordinator

Centre for Training & Personal Development, Denman, Marcham, Abingdon, Oxon, OX13 6NW