



Open Category Brochure Contest Information and Rules Sheet

Description/Purpose:

This contest is designed to be an opportunity for all National FCE members at all levels (state, districts, counties, clubs or individuals etc.) to compete in a National FCE contest. The brochure is to be a “stand-alone” item promoting FCE in some manner. The brochure does **not** have to be connected to a Program Award Contest. Brochures used in the Program Award Contest may **NOT** be entered in this contest.

BROCHURES MUST PROMOTE FCE TO BE CONSIDERED FOR AWARDS

Categories:

Contestants may enter **ONE (1)** different brochure in each of the **THREE (3)** following categories:

1. **FCE Marketing/Membership:** These brochures are used to provide information about FCE to members of your communities and potential members. This could include recruitment information etc.
2. **FCE Tools:** These brochures are used as a tool in FCE to provide information needed for FCE members or those in their communities.
3. **Other:** These are brochures that do not fit into either of the above categories but promotes FCE in some manner.

Open to:

This contest is open to all National FCE members, in good standing, at all levels. They may enter the contest as a state, district, county, group, unit, club or individual etc.

Judging:

The judging will be done by the National FCE board and/or committee with the same basic scoring categories and points as used in the National FCE Program Awards Book Brochure Contest.

Awards:

Winners and placers in each of the three categories will receive a voucher toward the next year’s National FCE Conference registration in the amounts to be determined annually by the board. Winners will be recognized at National FCE Conference.

09/06/2023

Other instructions:

- Brochures not adhering to all rules and instructions **may** become ineligible for awards.
- The FCE logo used on the front of the brochure can be from any level of FCE including national, state, district, county, group, unit, or club etc. **If the National FCE logo is used, a license agreement must be obtained from National FCE.**
- Contact information, located on the back of the brochure, should include things such as the name of organization or group, addresses, phone numbers, web site addresses and other important contact information.
- Each brochure contestant must have **10** original brochures sent to the National FCE Headquarters **on/or before April 15 of the current year.**
- An option would be to bring, or send, a minimum of **40** original brochures to the National FCE Conference. These would be laid out and shared with those attending the conference in the display area OR put in the conference welcome bag.
- Contestants are encouraged, but not required, to attend the National FCE Conference.



Open Category Brochure Judging Sheet

CATEGORY (circle one): **FCE Marketing/Membership** **FCE Tools** **Other**

Title or Purpose of Brochure: _____

State: _____ Person submitting Brochure: _____

Phone: _____ Email: _____

Note: The Brochure must be an 8½"x11" tri-fold that opens to the left.

Section	Points	Comments
The Brochure has essential information.	20 possible	
a) The FCE logo is visible on the front when folded properly, opening to the left. (4 points)		
b) Contact information is included on the back when folded properly, opening to the left. (5 points)		
c) The front is eye-catching to draw someone into the brochure. (5 points)		
d) There is a compelling request for action promoting FCE. (6 points)		
The Brochure is easy to read.	45 possible	
a) It has a creative, unique design. (15 points)		
b) The colors complement each other. (10 points)		
c) The message is clear. (20 points)		
The Brochure looks professional.	35 possible	
a) The brochure is 8 ½ x 11, folds properly and opens to the left. (10 points)		
b) The information in the brochure is visibly balanced. (5 points)		
c) There are no spelling errors. (10 points)		
d) There are no grammatical errors. (10 points)		
100 possible points	Total Points	