Program Award Brochure Judging Sheet

Category: EDUCATION LEADERSHIP ACTION

Program Focus Area: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State: \_\_\_\_\_\_\_\_\_\_\_\_ Person submitting Brochure: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Brochure must be an 8½“x 11” tri-fold that opens to the left.

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| **Section** | **Points** | **Comments** |
| **The Brochure has essential information.** | **20** |  |
| a. The name of the state and FCE logo is visible on the  front when folded properly, opening to the left. | 4 |  |
| b. Contact information is included on the back when  folded properly, opening to the left. | 5 |  |
| c. The front is eye-catching to draw someone  into the brochure. | 5 |  |
| d. There is a compelling request for action promoting  FCE. | 6 |  |
| **The Brochure is easy to read.** | **55** |  |
| a. It has a creative, unique design. | 15 |  |
| b. The colors complement each other. | 10 |  |
| c. The message is clear. | 30 |  |
| **The Brochure looks professional.** | **25** |  |
| a. The information in the brochure is visibly balanced. | 5 |  |
| b. There are no spelling errors. | 10 |  |
| c. There are no grammatical errors. | 10 |  |
| **Points total** | **100** | Date: 7.16.2014 |