



New Brochure Contest!!!!!!

National FCE Membership Contest

This New Brochure Contest is to promote membership and is open to all NAFCE Members in good standing. Every state, district, county group, unit, club or an individual, may enter this contest. **This Brochure should state the purpose of this organization and why they would want to become a member of FCE.**

This contest is being sponsored by the Members of the National FCE Board who have donated the \$100 dollar prize for the winning entry.

The winning entry will become the property of NAFCE, and it will be used as one of the organizations marketing tools.

Each contestant must send 15 original Brochures to National Headquarters at 73 Cavalier Blvd., Suite 106, Florence, KY 41042-5178 by **June 15, 2020**. The national board will choose the best 10 of the entries received, but the final judging of these 10 entries will be done by the attendees at the National Conference in Portland in July and the winner will be announced during the Conference. The 10 entries chosen will need to bring 15 additional brochures with them to conference. National FCE reserves the right to modify the one chosen if needed to use for marketing.

The membership brochure judging guidelines are attached. These guidelines must accompany your entry when it is sent to headquarters.

Your National Board members know that there are many smart and creative members in our organization, so we look forward to having many entries in this contest. You may be the winner who will put \$100 in your pocket, and most everyone could find a place for a little extra cash.



Membership Brochure Judging Sheet

2/24/2020

Title of Brochure: _____

State: _____ Person submitting Brochure: _____

Email: _____ Phone _____

Note: The Brochure must be an 8½"x 11" tri-fold that opens to the left.

Section	Points	Comments
The Brochure has essential information.	20	
a) The FCE logo is visible on the front when folded properly, opening to the left.	4 poss.	
b) National contact information is included on the back when folded properly, opening to the left and space for local contact information.	5 poss.	
c) Must be eye catching and draw attention to the value of becoming an FCE member.	5 poss.	
d) Must have compelling information to promote the organization.	6 poss.	
The Brochure is easy to read.	45	
a) It has a creative, unique design.	15 poss.	
b) The colors complement each other.	10 poss.	
c) Sends a very clear message	20 poss.	
The Brochure looks professional.	35	
a) The brochure is 8 ½ x 11, folds properly and opens to the left.	10 poss.	
b) The information in the brochure is visibly balanced.	5 poss.	
c) There are no spelling errors.	10 poss.	
d) There are no grammatical errors.	10 poss.	
Total points possible	100	