



FCCLA Brochure Competition

FCCLA Brochure Competition – a chapter event focusing on brochure development in one of four areas: Georgia FCCLA Foundation sponsor recruitment, general membership recruitment, national programs, one state project or one national program. Open to middle school or high school chapters.

Eligibility

1. Entries are limited to one entry total per chapter (i.e. one entry in Membership Brochures, OR one in Informational Brochures for Adult Audience, etc.)
2. Participation is open to any nationally affiliated FCCLA chapter member.
3. Participants must be registered for Virtual FCCLA Fall Rally and the event by the published deadline in the Virtual FCCLA Fall Rally Adviser Guide. Event cost is \$5.00.

Event Divisions

- Middle School (Grades 6-8)
- High School (Grades 9-12)

Event Categories

- 01-Georgia FCCLA Foundation Sponsor Recruitment
- 02-One National Program or State Program
- 03-Alumni & Associates Recruitment
- 04-General FCCLA Information (to provide to business and industry partners)

Awards

The top three chapters in each category per division will be recognized during the Virtual FCCLA Fall Rally and receive the following cash prizes: 1st place (\$50), 2nd place (\$25), and 3rd place (\$15).

Guidelines

1. Entries must be the original work of the local chapter. Copy-ready brochures provided by the state or national offices are not acceptable. Official logos may be used, however.
2. Entries must be formatted to print on 8 1/2 x 11 inch paper. They may be trifold brochures or they may be duofold (booklet type) brochures. Each brochure is limited to two sides (front and back if printed).
3. Brochures may be color or black and white.
4. Brochures must be submitted in PDF format.
5. When submitting, file name must include the FULL chapter name.
6. Brochures will be judged on:
 - a. Effectiveness of the message
 - b. Incorporation of the current National Theme "Beyond Measure"
 - c. Page layout, principles used in design, clip art selection and placement, font selection and usage
 - d. Creativity of the Presentation
 - e. General Appearance (Neatness, legibility, balance)
 - f. Accuracy and Appeal of information provided
7. Entrants agree to permit the use of their brochure to promote FCCLA in Georgia should GA FCCLA elect to use the brochure entry for that purpose.
8. Participants will submit their brochures by September 24th at 5:00 pm to <https://gafccla.wufoo.com/forms/2020-virtual-brochure-submission/>.
9. Winners will be announced during Virtual Fall Rally Awards Session on Wednesday, October 14.