



2020 Virtual Membership Recruitment Poster Competition Guidelines

Purpose: This chapter event involves creating and displaying a chapter's membership recruitment plan and technique used throughout the school year.

Event Levels:

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

Guidelines:

1. All Georgia affiliated FCCLA chapter members are eligible to participate.
2. Membership Recruitment poster will be based on membership recruitment techniques. The poster should contain a clear message to recruit FCCLA members and must be well organized and informative. Entries should attract your target audience.
3. Posters should include the school/chapter name. Poster guidelines/dimensions are as follows:
 - a. Posters should not exceed the size of 22 inches x 28 inches. Tri-fold boards will not be accepted
 - b. Supplies to create the poster are limited to:
 - i. Pencils/Pencil sharpener/Erasers
 - ii. Ruler
 - iii. Instruments used for drawing arcs, angles and curves (ie: T-square, protractor)
 - iv. Ink pens
 - v. Colored markers/colored pencils/crayons
 - vi. Colored paper/construction paper
 - vii. Charcoal and pastels
 - viii. Art spray fixative or non-scented hairspray
 - ix. Wet Wipes
 - x. Paper Towels/sponges
 - xi. White Out
 - xii. Chalk
 - xiii. **NO pre-constructed artwork will be allowed.**
4. Judging criteria will include: Increasing awareness of FCCLA, recruitment effectiveness, display appearance, display organization, recruitment uniqueness.
5. Chapters will submit up to 5 photos of the poster using the submission link below. The photos the competitors take are at their discretion, and should highlight the poster in the best possible way. Please ensure that one (1) picture shows the entire poster without cropping. Additional pictures can be used to show detail.



6. Submit an electronic file(s) of the poster on **October 28th by 5:00 pm** to: <https://gafcccla.wufoo.com/forms/2020-virtual-flc-membership-recruitment-display/>.
7. The winning posters will be announced after the conclusion of the Fall Leadership Conference. First place will receive \$50 prize, second place a \$25 prize and third place a \$15 prize. The chapter must be registered for the Fall Leadership Conference to be eligible to win.

Membership Recruitment Poster Rating Sheet

School Name: _____ Judge Initials: _____

Criteria	Poor	Fair	Good	Excellent	Superior	Total Score
Presentation and Quality of Work						
Poster is eye-catching and visually appealing	1	2	3	4	5	
Contains a clear message	1	2	3	4	5	
Color and lettering are used effectively	1	2	3	4	5	
Display organization is neat and attractive	1	2	3	4	5	
Value						
Display shows that awareness of FCCLA was increased	1	2	3	4	5	
Uniqueness of membership recruitment techniques	1	2	3	4	5	
Spelling and Grammar	1	2	3	4	5	
Poster is within size limits, 28" X 22" poster (not tri-fold)	1				5	
TOTAL SCORE						