

Legislative Leaflet Competition

Deadline: February 9, 2022 at 11:59 pm

The Legislative Leaflet Competition recognizes FCCLA members who create a “leave behind” to give to legislators. The “leave behind” shares the chapter’s FCCLA story in photos and data.

When visiting legislators to advocate for Family and Consumer Sciences and FCCLA, it’s important to know your story. Why are your Family and Consumer Sciences courses important? What skills does Family, Career and Community Leaders of America instill in its members? Data is also important to legislators: How many members do you have? How many projects has your chapter completed? How many community members have been impacted by your projects?

Guidelines

1. The Legislative Leaflet competition is open to any affiliated chapter.
2. Entries are limited to one entry total per chapter.
3. Entries must be the original work of the local chapter.
4. The leaflet can be any size – a tri-fold, duofold, or a flyer, as examples. Each leaflet is limited to one sheet of paper – either front and back or one-sided.
5. Leaflets are encouraged to be used as “leave behinds” during legislator visits at the Day at the Capitol event.
6. Submission Instructions:
 - a. Leaflet file(s) must be submitted as a PDF
 - b. Leaflet file(s) should be uploaded at the [Legislative Leaflet submission link](#) by February 9th, 2022 at 11:59 PM.
7. Leaflets will be judged on:
 - a. Effectiveness of the story/message
 - b. Incorporation of local/state data
 - c. Page layout, principles used in design, clipart selection, font selection and usage
 - d. General appearance and creativity
 - e. Accuracy and appeal of information provided
8. Leaflet winners (1st, 2nd, 3rd places) will be announced on the Day at the Capitol events portion of the website.



Legislative Leaflet Competition Rubric

Criteria	Poor 0 1	Average 2 3	Excellent 4 5	Score
Effectiveness of the message	Doesn't promote National or Georgia FCCLA or provide information to the legislator	Promotes National and Georgia FCCLA. Information provided is minimal.	Excellent use of brochure to promote, explain and provide FCCLA information to the legislator	
Incorporation of local/state data	Local/state data not shown in the brochure.	Local/state data used, but not effectively.	Use of Local/state data evident in all parts of the brochure	
Page Layout	The layout is confusing. Written communication is limited.	The layout is organized. Written communication is functional but not fully developed.	The layout is logical and appealing. Written communication is focused and interesting.	
Principles of Design	The brochure has no OR limited formatting and organization of material.	The brochure has some formatting that is pleasing to the eye.	The brochure has exceptional attractive formatting.	
Clip Art Selection and Placement	Graphics do not go with the accompanying text or appear to be randomly chosen OR there are no graphics present in the brochure	Graphics go well with the text, but there are so many that they distract from the text OR graphics go well with the test, but there are too few and the brochure seems "text-heavy"	Graphics go well with the text and there is a good mix of text and graphics	
Font Selection and Usage	Text fonts and size make the brochure difficult to read OR same font throughout with no variation.	Text fonts and sizes are readable.	Text fonts and size are well chosen and add good organization and flow to the brochure.	
Creativity	Little to no creativity	Attractive brochure	Attractive brochure, creative presentation	
General Appearance	Brochure has no OR limited neatness, legibility, and balance. There are multiple grammatical errors.	Brochure is of some neatness, legibility and balanced. There are 1-2 grammatical errors.	Brochure is neat, legible, and balanced. There are no grammatical errors	
Accuracy and Appeal of Information	Information inaccurate OR not appealing. Use of facts and quantity of information is limited.	Information not accurate, but appealing or appealing but not accurate. Use of facts and quantity of information is good, but not consistent.	Excellent use of brochure to communicate accurate information in an appealing manner. The use of facts and the quantity of information is exceptional.	
Score				