

AEA Drug Awareness Program Drug Awareness Brochure Contest

1. General Information.

A brochure showing what your Lodge Drug Awareness Committee has accomplished during the past year is really very simple to construct providing you do certain things during the year. Just follow these easy steps and you should have no problem.

2. Items for your brochure.

All information must be original and current material, i.e., pertaining to a specific Lodge and occurring during the current Lodge year. Any information that reflects the Lodge Drug Awareness Program. Appropriate items include: Pictures, newspaper articles, mayor proclamations, samples of program related articles (bumper stickers, window decals, pins etc. that you Lodge has created), essay/poster contest summary, etc. Make sure you document every Drug Awareness event or associated activity in your Lodge or Community that your committee participated in during the Elk year. Start early. Start on April 1 saving items for your brochure. Get an old shoe box and save stuff in it as you collect it throughout the year. The following are some ideas for you in order to get the necessary documents/items.

- * Take photographs at every event, big or small. They all count.
- * Every time you have an event, go to the local community newspaper and ask them to publicize it. Give them the details on the upcoming event, i.e., Where, When, What, etc. Also, ask the newspaper to come to the event and cover it with an article and picture. When the articles appear in the paper, cut them out and save them.
- * Write an advertisement on upcoming events and provide it to your Lodge bulletin editor. After the event, write an article and provide it to your Lodge bulletin editor along with pictures of the event. Save all the bulletins with your articles in them.
- * If the event is of interest state-wide, get it publicized in the state bulletin. Save any state bulletins that your articles appear in.
- * Send articles to the Elks National Magazine. They publish most things as long as you keep it within their rules.
- * Keep copies of fliers and posters that you committee did during the year advertising an event.
- * Keep one of any item that you used as promotional items during an event so you can display them in your brochure. Items such as Red Ribbons, pins, stickers, etc.

3. Constructing Your Brochure.

* Go to the stationary store or drugstore and purchase an inexpensive photo album. Make sure it contains the plastic pages to display the articles, pictures, etc., that you have been dutifully saving all year. There are no size restrictions on the brochures.

* Neatness counts but don't try to make it too fancy and spend a lot of money. It's really the content of the articles that tell whether your committee has a good Drug Awareness Program or not.

* The following data must be included with each brochure submitted for judging. The information should appear as the first page of the brochure. In an event of a tie, this data will be evaluated to determine a winner.

Number of Lodge members as of April 1 of the current Lodge year.

Names of the Lodge Drug Awareness Committee Members.

Name of the AEA Drug Awareness Committee District Chairman.

Frequency of Drug Awareness Committee Meetings.

Estimated number of hours devoted to program related activities by Elks, Elks Ladies, and non Elks.

Estimated dollars spent on programs related activities. (Include cost of telephone calls, vehicle mileage, donated computer time, value of donated items, etc.)

Number of Lodge projects. Include such things as bumper stickers, window decals, training sessions, community support projects, video tapes purchased, pins, essay/poster contests, mayoral proclamations, etc.

Indicate if minutes of Drug Awareness Committee meetings were forwarded to the Drug Awareness District Chairman.

Indicate the number of District Drug Awareness seminars attended during the current Lodge year.

* Arrange the brochure in some sort of logical order. Normally it will begin by depicting things that happened in April and continue chronologically through March of the next year. Put captions on the displayed photographs explaining what they are.

* Use stick on letters or paint to label the front cover of you brochure. Normally the name of the committee, Elk year, and Lodge name and number is placed on the cover.

4. Due Date.

All brochures must be submitted to the AEA Drug Awareness District Chairman by March 31 unless indicated otherwise by the District Chairman.

5. Lodge Divisions.

Division I - - - - Lodges under 350 members

Division II - - - - Lodges with 351 thru 650 members

Division III - - - - Lodges with 651 thru 950 members

Division IV - - - - Lodges with 951 thru 1,250 members

Division V - - - - Lodges with 1,251 or more members.

6. Awards.

Awards will be given to the 1st, 2nd and 3rd place winners in each division at the annual AEA meeting at the end of the AEA year.

7. Judging.

All brochures will be judged by the committee or an independent panel selected by the AEA Drug Awareness Committee Chairman. Scoring of the brochure will use a point system, with 100 points being the maximum a brochure can earn. The following criteria will be used to score the entrants. The maximum points for each evaluation factor is identifies in parenthesis.

* Reflects the comprehensiveness of the Lodge program (40)

* Reflects the diversity of the Lodge program (40)

* Originality, uniqueness, creative thinking (5)

* Style, expression, neatness, legibility, attractiveness, use of color, artistic ability (5)

* Degree of visual impact (10)