

JFAO Communication Awards

Due by February 28th to christine@jfao.on.ca

All entries will be judged by a committee of JF Alumni.



By submitting an entry, you are giving JFAO permission to share your photos and ideas for further promotion of our organization.

Best Social Media Post

1. Submit a social media post (Facebook, Twitter or Instagram) made on a club account by providing a screenshot of the post.
2. Include an explanation on why this was a successful post.
3. The social media post must positively show and support the JFAO mission.
4. Pictures showing alcohol or illegal activities will result in disqualification.
5. Only social media posts that occurred between January 2021- December 2021 will be judged.

Judging Criteria:

- Engagement (likes and shares)
- Promotion of Club
- Presentation of Entry
- Originality
- Creativity

News Article Competition

Entries must be Word or PDF documents. Pictures of the event may be included.

If the article was published, please include online link or a picture of the newspaper article.

1. Submit a minimum half-page typed (single-spaced) article written about a JF related activity or project during the past year.
2. Articles do not need to have been published, but bonus points will be awarded if a published copy is also included (newspaper, magazine, website print-out).
3. Only news articles covering content that occurred between January 2021 - December 2021 will be judged.

Judging criteria:

- Publishable
- Quality of article
- Promotion & Positive Image of JF
- Level of Activity and Creativity
- Inclusion of a related photo with caption.

Best New Member Recruitment Activity

Entries must be Word or PDF documents. Pictures of the event may be included.

1. Document your activity and how it worked in your club & community.
2. Outline how many non-members were in attendance and how many new members joined the club.
3. Describe how your club advertised this event to non-members.
4. Only activities that occurred between January 2021 - December 2021 will be judged.

Judging criteria:

- Number of Non-Members in Attendance
- Number of New Members Gained
- How you got them hooked
- Appeal of the Idea to Other Clubs
- Presentation of the Entry

Best Collage of Photos

1. Submit a collage of photos of your club in action in a digital format using any program you wish, depicting JFAO's commitment to community betterment. These photos can be from 1 event or from multiple events during the year.
2. Only photos that were taken between January 2021 - December 2021 will be judged.
3. Provide a brief description of what the collage depicts

Judging Criteria:

- Subject of photo depiction of "community betterment"
- Photo composition
- Overall Collage Appearance
- Photo Caption

Best Gate Sign Photo

1. Submit a photo of a Junior Farmer Gate Sign (Member Lives Here and/or Alumni Lives Here).

Judging Criteria:

- Photo Quality
- Creativity
- Aesthetics of Gate Sign Display

Best Century Farm Sign Photo

1. Submit a photo of a Century Farm Sign and/or Century Farm Sign Add-On.
2. Photo must be from 2021

Judging Criteria:

- Photo Quality
- Creativity
- Aesthetics of Century Farm Sign Display

Best New Fundraising Idea

Entries must be Word or PDF documents

1. Outline one of your fundraisers and show us why it is the BEST!
2. Only fundraisers that occurred between January 2021- December 2021 will be judged.
3. Judging Criteria:
 - Outline of fundraiser
 - Amount of money raised
 - Number of people and members involved
 - How the money was used

Best Club Social Idea

Entries must be Word or PDF documents

1. Document an idea for a JF Club social to keep members engaged during the pandemic.

Judging criteria:

- Creativity of the Idea
- Appeal of the Idea to other Clubs
- Level of Member Engagement
- Presentation of the Entry

Best JF & Youth Activity

Entries must be Word or PDF documents

1. Document an idea for a joint JF & Youth activity that your club has done in the past year

Judging criteria:

- Creativity of the Idea
- Level of Member Engagement
- Level of Youth Engagement
- Appeal of the Idea to other Clubs
- Presentation of the Entry

Best Club Photo

Entries must be sent as a jpeg file.

1. Document your best group photo of your club from the 2021 year.
2. Include a caption of the photo with names of people and what the event is.

Judging criteria:

- Creativity of the Idea
- Level of Member Engagement
- Appeal of the Idea to other Clubs
- Presentation of the Entry