

JFAO Communication Awards

Due by March 1st to meghan@jfao.on.ca

All entries will be judged by a committee of Alumni

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

****When submitting: please include name of club and Category in subject line****

****If submitting multiple entries, Please specify entry in email****

Best Social Media Post

1. Submit a social media post (Facebook, Twitter, Instagram) made on a club account by providing a screenshot of post.
2. Include an explanation on why this was a successful post (did the post get shared by any prominent individual/group?, etc.)
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 2022 – December 2022 will be judged.

Judging Criteria:

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

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 (single-spaced) article written about a JF related activity or project during the last 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 2022 – December 2022 will be judged.

Judging Criteria:

- Publishable
- Quality of article
- Promotion & Positive Image of JF
- Level of Activity & Creativity
- Inclusion of related photo

Best New Member Recruitment Activity

Entries must be in 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.
4. Only activities that occurred between January 2022 – December 2022 will be judged.

Judging Criteria:

- Number of Non-Members in attendance
- Number of New Members gained
- How you got them hooked
- Appeal of Idea to Other Clubs
- Presentation of 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 multiple events during the 2022 year (January – December)

2. Only photos that were taken between January 2022 – December 2022 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 2022

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 2022 – December 2022 will be judged.

Judging Criteria:

- Outline of Fundraiser
- Number of people and member involved
- Amount of money raised
- How the money was used

Best Club Social Idea

Entries must be in Word or PDF Documents

1. Document a social activity that your club did in 2022!

Judging Criteria:

- Creativity of Social
- Level of Member Engagement
- Appeal of Social from other clubs
- Presentation of Entry

Best Youth/JF Activity

Entries must be in Word or PDF documents

1. Document a joint JF & Youth activity that your club participated in or held in 2022.

Judging Criteria:

- Creativity
- Level of Member Engagement
- Level of Youth Engagement
- Appeal of activity to other clubs
- Presentation of entry

Best Club Photo

*Entries must be sent as a JPG/JPEG file***

1. Document your best group photo of your club in 2022!
2. Include a caption of the photo with names of people and what the event is (Monthly meeting, social activity, community event, etc.)

Judging Criteria:

- Creativity of Photo
- Level of Member Engagement
- Appeal to other clubs
- Presentation of Entry

****NEW – Individual Category:****

Favourite JF Memory in the last 2 years

Entries must be in Word or PDF Documents

1. The last 2 years have been filled with new ways that members have made the most out of their time in JF. We want you to share them!
2. Submit a photo and minimum half-page write-up describing your memory and why it's your favourite!
3. Submissions just range from January 2020 – December 2022.

Judging Criteria:

- Creativity
- Originality of memory
- Bonus points of photos are included! (Max. 2)

Winners will be announced at the March Conference Banquet on March 25th, 2023!