



JFAO Communication Awards

Due by March 1st to Kelsey@ifao.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. **Winners will be announced at the March Conference Banquet**

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

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

Categories

- a) Best Joint Youth Event
- b) Best Club Photo
- c) News Article Competition
- d) Best New Member Recruitment Activity
- e) Scrapbook Page (Original/Digital)
- f) Best New Fundraising Idea
- g) Favourite JF Memory
- h) Best Social Media Post

Best Joint Youth Event

1. Entries must be PDF documents. Pictures may be included.
2. Describe what the event was and how your club worked with youth.
3. Include the number of youths involved.
4. Include how the club advertised the event.
5. Activities outlined must have taken place between January 2023 – December 2023

Judging Criteria:

- Creativity
- Level of youth and member engagement
- Appeal to other clubs
- Presentation of entry

Best Club Photo

1. Entries must be sent as a JPG/JPEG file**
2. Document your best group photo of your club in 2023!
3. 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

News Article Competition

1. Entries must be 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.
2. Submit a minimum half-page (single-spaced) article written about a JF related activity or project during the last year.
3. 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)
4. Only News Articles covering content that occurred between January 2023 – December 2023 will be judged.

Judging Criteria:

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

Best New Member Recruitment Activity

1. Entries must be in PDF documents. Pictures of the event may be included.
2. Document your activity and how it worked in your club & community
3. Outline how many non-members were in attendance and how many new members joined the club.
4. Describe how your club advertised his event.
5. Only activities that occurred between January 2023 – December 2023 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

Scrapbook Page (Original/Digital)

1. Submit up to 2 scrapbook pages depicting JFAO (socials, exchanges, community betterment etc.). These photos can be from 1 event or multiple events during the 2023 year (January – December)
2. Only photos that were taken between January 2023 – December 2023 will be judged.

Judging Criteria:

- Overall pages Appearance
- Caption
- creativity

Best New Fundraising Idea

1. Entries must be a PDF document.
2. Outline one of your fundraisers and why it was effective.
3. Fundraiser must have occurred between January 2023 – December 2023

Judging Criteria

- Outline of fundraiser
- Member involvement
- Money raised
- How the money was used

Favourite JF Memory

1. Entries must be PDF Documents
2. Submit a photo and minimum half-page write-up describing your memory and why it's your favourite!
3. Submissions must be from January 2023 – December 2023.

Judging Criteria:

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

Best Social Media Post

1. Submit a social media post (i.e., TikTok, 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 individuals/groups?, etc.)
3. The social media post must positively show and support the JFAO mission.
4. Pictures/videos showing alcohol or illegal activities will result in disqualification
5. Only social media posts that occurred between January 2023 – December 2023 will be judged.

Judging Criteria:

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