

# Wisconsin FFA Alumni Association, Inc.

## Newsletter Contest Application

*This is a Wisconsin Contest Only.*

*All Award Applications must be postmarked by December 31*

Affiliate Name: Denmark FFA Alumni, Inc.  
Contact Name/Editor: Stephanie S Dantinne

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Phone: 920 433 3358

Mailing Address: 4869 Hwy 29, Green Bay, WI 54311

Please answer the following questions:

1. How many times was the newsletter published? Include the dates of publication.  
Eight times in 2004: February 9, 2004; March 9, 2004; April 9, 2004; May 14, 2004;  
July 12, 2004; September 8, 2004; October 5, 2004; November 30, 2004

2. How many members received the newsletters?

Regular mail: 489

E-mail: 0

3. Do you mail your newsletters to the following? Indicate yes/no and how many for each area. Please identify how these contacts have benefited your FFA Alumni Affiliate.

A) **Businesses:** In order to receive a Denmark FFA Alumni newsletter, you must be a member of the Denmark FFA Alumni. If the business is not a member, then the business will not receive a newsletter, but if a member's address is a business address, then the business received a newsletter.

B) **School Board/Administrators:** Yes, all current school board members and administrators within the School District of Denmark receive a copy of the newsletter. With communication of the newsletter to these individuals, they are aware of the activities and involvement of our many Denmark FFA Alumni volunteers and the continued monetary support of the Alumni to the students.

C) **Local Media:** The local media does not receive a copy of the Denmark FFA alumni newsletter unless it is a member, or has a member who uses their mailing address. We do explore other opportunities with the local media via news releases and photographs to inform the community of the activities of the Alumni. We also help support the students through sponsorship of the 38 page, special insert edition, to the Denmark Press during FFA Week every February.

**\*\*include copies of your newsletters for the current calendar year with this application. Minimum of 3 per year.**

**Please complete and submit no later than December 31~ All award applications must be postmarked by December 31.**  
Please mail to~ Wisconsin FFA Alumni Association, P O Box 69, Oconto Falls WI 541 54-0069

4. Are you reaching parents of prospective Agricultural students? Explain how.

Yes, newsletter copies are available to any middle school or high school student to bring home to their parents. We promote membership of parents verbally in the classroom and at other agriculture related functions.

5. Are you reaching parents of Agriculture Students who are not FFA members? Explain How.

Yes, newsletters are given to all Denmark FFA student members, as well as other agriculture/agriscience students enrolled in the middle school and the high school. Agriculture/agriscience students who bring the newsletter home and return it to class receive 5 points towards their grade. Instructors are constantly reminding students of upcoming events for the student chapter, as well as the Alumni, so that new friends and acquaintances can be made. Several new members have been gained by the association of the student chapter and the Alumni events.

### **Newsletter Contest Evaluation Form**

<u><b>Category</b></u>	<u><b>Points Earned/Possible</b></u>	<u><b>Comments</b></u>
I      Public Relations/recruitment tool use (Refer to questions on front)	___/10	
II.      Informative	___/30	
III.      Motivational	___/20	
		· Encourage involvement
		· Recognize accomplishments
IV.      Readability	___/20	
V.      Layout/Organization	___/20	
		· Well-organized & easy to follow

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Total Points Earned \_\_\_\_\_/100

Rating Received:

Gold            Silver            Bronze            Honorable Mention

General comments or suggestions by the judges:

**Please include:**

Name of Local Newspaper: Denmark Press

E-mail address: none

Mailing Address: Brown County Publishing Company, 111 Bohemia Drive, PO Box 610,  
Denmark, WI 54208

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