

Newsletter Contest Evaluation Form (Created 11/2008)

Submit two hard-copy issues of your newsletter. Must be dated and distributed within the past two years prior to the July 1 deadline.

Local Affiliates: If applicable submit to your state office in accordance with state deadlines.

State Associations: Submit to the National FFA Alumni Office, 6060 FFA Drive, PO Box 68960, Indianapolis, IN 46268-0960.

To be judged all entries submitted to National **must** be postmarked by **July 1**.

FFA Alumni Affiliate _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Name _____ Phone _____

Category: Print Newsletter Electronic Newsletter, URL: _____

RATING: Gold _____

(Regional Winners selected from the gold ratings,
National Winner selected from Regional Winners)

Silver _____ Bronze _____

FACTORS CONSIDERED IN EVALUATION:

	TOTAL POSSIBLE POINTS	POINTS AWARDED
1. Content - 50 points		
a. Achieves Affiliate Mission	5	
b. Educates Audience Regarding Alumni	5	
c. Content Categories:		
1. Educational Articles	10	
2. Recognition of Members	10	
3. Overall Affiliate Achievement	10	
d. Encourages Member Participation	10	
2. Readability - 30 points		
a. Spelling, Punctuation & Grammar	10	
b. Sentence Structure/Organization of Thoughts	10	
c. Content Interesting & Engaging	10	
3. Layout Presentation - 20 points		
a. Visually Appealing	5	
b. Page Balance	5	
c. Use of Graphics	5	
d. Overall organization	5	
TOTAL	100 points	

Please complete the following and obtain appropriate signatures.

1) Target audience (25 words or less):

2) Number of times per year distributed:

3) Distribution quantity (# of recipients):

Local FFA Alumni President

State FFA Alumni President or Executive Director

Local FFA Advisor

Date Submitted