

California Garden Clubs, Inc.

2021-2023 Evaluation Form

Deadline: Postmarked by December 1

No Book of Evidence. Entry requires a 2021-2023 CGCI Awards Application form (a cover sheet plus up to three printed pages (front side only)). Place this evaluation form in an envelope and include with the entry. See sample CGCI Awards Application form on the CGCI website under "Awards."

50. NEWSLETTER AWARDS Section 2. Club Newsletters
1st \$35 in each class. 1st, 2nd, 3rd, HM certificates in each class
Eligible for Pacific Region Award #2 and NGC Award MAE-4 A-D

Sponsors: Class A – Greg & Robin Pokorski / Class B & C – Carolyn Villi

Class A. 1 sheet per issue (1 or 2 sides) / Class B. 2 sheets per issue (3 or 4 sides)

Class C: 3 or more sheets per issue (5+ sides)

SUBMIT BY **DECEMBER 1** TO Shane Looper, 213 Carmelo Lane, South San Francisco, CA 94080-2204

For informative, stimulating newsletters published four times or more a year. Include information on NGC, Pacific Region, CGCI, district and club programs and activities. Submit **TWO (2)** copies each of three (3) consecutive issues in a large envelope with application form. Include a #10 envelope and evaluation form.

	<u>Points</u>	<u>Score</u>
Meets deadline	5	_____
Application complete & correct:	15	_____
Submission information correct (1); all questions answered (1)		
Includes the following:		
Brief description of publication (3)		
Number of issues per year (3)		
Number of copies distributed (3)		
How distributed (email, mail, handouts, etc.) (2)		
Cost of printing/publishing and distributing (2)		
Publication promotes NGC/CGCI objectives:	15	_____
(Promoting gardening, floral design, civic beautification, environmental responsibility and the exchange of information and ideas)		
Design & layout:	5	_____
Date (volume number is optional) on front page (1/2)		
Name (publication or club) & date on subsequent pages (if more than one page) (1/2)		
Organization (pages numbered if appropriate; information easy to find; paragraphs aligned properly; good white space/balance) (1)		
Format:		
Font style/size/color selection consistent throughout (1)		
Printing, photos and/or graphics clear and appropriately sized (1)		
No typos/grammatical errors (1)		
Content:	60	_____
List of affiliations: NGC (2), Pacific Region (1), CGCI (1), District (1)		
Overall publication is informative, easy to read/understand, educational and accurate (10)		
Includes a variety of information (30)		
(one or more of the following: club, district, CGCI or NGC activities/projects/programs; poetry/recipes/inspirations, horticulture, floral design, conservation, therapy, youth, etc.)		
Articles on specific activities (club, district, CGCI or NGC) provide the necessary <i>what, where, when and who.</i> (15)		
Total Points	100	_____

Class: _____ Club: _____

District _____