



Benevolent and Protective Order of Elks  
Robin Madson II  
829 Heart Straight Lane  
Show Low, AZ. 85901  
Home: 928-532-1593  
Cell: 928-242-9664

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**Community Service and Image Brochure – CONTEST “B”**

Dear Exalted Ruler,

One of the four contests the Lodge Activities Committee monitors is the “Community Image and Image Brochure Contest “B”.

One of the most important activities a subordinate Lodge can undertake is service to its community. The Lodge which is cognizant of this obligation will seek out community projects which Elks can undertake, live up to community responsibility, and enjoy good public relations. The purpose of our existence in our communities is to make them better places in which to live. As Elks, we must be pillars of strength for our communities. Our facilities must be kept in good condition at all times, as they should be a place we can be proud to bring others who may join our membership rank. Without a positive image and without any worthwhile involvement in our community, we will have a most difficult time maintaining our membership levels, and most assuredly will not experience any growth. By participating in continuing efforts to improve our community and the image of Elkdom, we truly show “Elks Care – Elks Share”.

Please [contact your District Chairperson](#) for question on this contest. You can [download the digital directory here](#) for the latest contact information.

Fraternally,  
Robin Madson II  
State Chairperson- AEA Lodge Activities

## **Community Service and Image Brochure – CONTEST “B”**

The following pages include the “General Rules and Judging Criteria” and the “Assembling the Community Service and Image Brochure” information. These pages are designed to assist you in forming and creating your Lodge’s Community Service and Image brochure. Please review what is listed to maximize the points being awarded for your hard work. Remember the focus of this brochure – Involving the Community.

We are asking you to mail your brochure to your District Vice Chairperson so we can hold a judging here in Arizona for 1st, 2nd, and 3rd place winners.

My suggestion is you select a chairperson right away and let him/her run with their creativity. Get a few great members to assist. Do not hesitate to give out my phone number in case there are any questions. Please give your chairman a copy of these pages for their use.

As with any contest, please ensure the following is part of your brochure:

1. Binder

2. Front cover sheet showing: • Lodge Name, Number, and Location • Lodge Membership Division Number (i.e. “Division VI”) • Contest “B”

3. A certified letter from the Lodge Secretary with membership number as of March 31st, 2017. This letter must be on Lodge letterhead, signed by the Lodge Secretary, and have an embossed Lodge seal attached.

Contest entries must be mailed to your District Vice Chairperson and received by March 7th, 2017. Our AEA state judging will be held on March 15th, 2017.

## Community Service and Image Brochure – CONTEST “B”

### 1. Materials necessary to assemble the “Community Service and Image brochure:

- A three ring binder for 8½” x 11” paper not wider than 4”
- Document protectors to slide pages into
- Lodge letterhead with membership count as of March 31st, 2016 signed by the Lodge Secretary and Exalted Ruler and having the Lodge seal embossed thereon.
- Index tabs to identify your different sections or pages however you set up your brochure (e.g. Community Service, Lodge Activities, Media Coverage, Veterans, Youth, Ladies, Letters, etc...)
- RECOMMEND YOU ORGANIZE BY EVENT FOR EASIER JUDGING

### 2. Front Cover:

- Design the front cover to identify your Lodge name, number, and location.
- Spell out “Benevolent and Protective Order of Elks of the United States of America”. • It helps to have a picture of your Lodge
- It helps to have a picture of the United States flag

### 3. Typical Inside Pages:

- Letterhead membership certification
- Roster of Lodge Officers and Auxiliary
- Table of Contents
- Pictures of: Activities in Lodge ,Activities in community ,Activities with Veterans ,Youth awards programs/activities ,Ladies Auxiliary activities where separate from Lodge events
- Letters “To” those outside Lodges or “From” outside the Lodge (e.g. “Thanks”, “Appreciation”, etc...) Letters requesting municipal proclamations, Letters to schools for youth programs, Invitations and other letters
- Have news items/pictures as much as possible of Lodge activities both IN and OUTSIDE the Lodge: If the Lodge did it – Let the public know about it ,If the Lodge was there – Let the public know about it ,If the Lodge was involved in a parade – Get a picture and story in the paper ,Get those newspaper articles in the brochure.

## **Community Service and Image Brochure – CONTEST “B”**

### 4. Assembly:

- DO NOT WAIT until the end of the year to start
- Get your materials at the beginning of the year
- At least once a month, assemble pictures with captions (e.g. letters, news media items, etc...)

### 5. Pictures and News Clippings:

- If there is no Lodge Photographer, take pictures of events and/or ask other Members to take pictures in and out of the Lodge. Also, save news items and date of appearance in any paper, Elks Magazine, Arizona Elks News, or Lodge Bulletin.
- Get information about the picture – Names, what is happening, who is presenting or receiving what.
- Radio and television spots – Write a description of the event. Example: “Radio spot for St. Patrick’s Day Dinner/Dance ran March 2nd – March 16th, 2016”. Use the same approach for television. Embellish the description using graphics, borders, etc.

### 6. Cautions:

- DO NOT have alcohol showing in the pictures. Use black felt tip pen to blot out glasses or anything indicating alcohol, or digitally edit the photo before printing.
- DO NOT use blank pages. Elk Emblems are food, or a flag picture with or without “God Bless America” beneath.

### 7. Due Dates – IMPORTANT!! IMPORTANT!!

- The brochures must be in the hands of the District Vice Chairperson early enough to judge on March 15th, 2017. The official due date for your Chairperson to receive the brochure is no later than March 7th, 2017.

8. For further information, see the Lodge Activities Manual (Code No. 510300) in your Secretary’s Office. Or, log in to the national website [www.elks.org](http://www.elks.org) and download the digital copy of the manual here.

### 9. Division Categories:

- Division I – Under 301
- Division II – 301-500
- Division III – 501-700
- Division IV – 701-1100
- Division V – 1101-1500
- Division VI – 1,501 and over

# COMMUNITY IMAGE PARTICIPATION ADWARD

## General Rules and Judging Criteria

1: All articles must be of community interest and related to the programs and activities of the Order.

2: All media articles must refer to the Benevolent and Protective Order or Elks.

3: Judging will be conducted on articles and activities for the current Lodge year only. Be sure that your Lodge Secretary furnishes a letter documenting Lodge membership as of March 31st, 2014.

4: Programs the judges will be looking for do not need to be in the order listed. The following is to be used as a guide only (other programs may be substituted for those listed). Others will be judged under "Additional Material Which Will Be Judged".

5: The brochure folder cannot be more than one three-ring binder for 8½" x 11" paper. It cannot be more than 4" thick. The binder covers are not judged.

### Programs the Judges will be looking for Spring Events

	Value	Awarded
1: Media coverage for the Lodge's installation of Officers	2 Points	_____
2: Law and Order Night sponsored by the Lodge	1 Point	_____
Media Recognition	2 Points	_____
3: Mother's Day Program	1 Point	_____
Media Recognition	2 Points	_____
4: Elks Youth Week	1 Point	_____
Media Recognition	2 Points	_____
5: Lodge Participation in Memorial Day Parade	1 Point	_____
Media Recognition	2 Points	_____
6: Flag Day Ceremonies	1 Point	_____
Media Recognition	2 Points	_____
7: Father's Day Program	1 Point	_____
Media Recognition	2 Points	_____

### Summer Events

	Value	Awarded
1: Fourth of July Program or Parade participation	1 Point	_____
Media Recognition	2 Points	_____
2: Elks "family oriented" programs, picnics, etc....	1 Point	_____
Media Recognition	2 Points	_____
3: National Convention press release published in media	2 Points	_____
4: Reinstatement advertisement or articles placed in the media	2 Points	_____

### Fall events

	Value	Awarded
1: Drug Awareness or "back to school" safety program(s)	1 Point	_____
Media Recognition	2 Points	_____
2: Elks "Hoop Shoot" news release published in media	2 Points	_____
3: Elks "Soccer Shoot" news release published in media	2 Points	_____
4: Most Valuable Student Scholarship availability in media	2 Points	_____
5: Veterans Remembrance Month Program	1 Point	_____
Media Recognition	2 Points	_____
6: Thanksgiving Basket Program for the needy	1 Point	_____
Media Recognition	2 Points	_____

## COMMUNITY IMAGE PARTICIPATION ADWARD

### General Rules and Judging Criteria

	Value	Awarded
1: Community Oriented Charities	1 Point	_____
Media Recognition	2 Points	_____
2: Elks family oriented programs (children's Christmas parties,)	1 Point	_____
Media Recognition	2 Points	_____
3: Elks Christmas Program for the needy (Toys for Tots, food)	1 Point	_____
Media Recognition	2 Points	_____
4: Hoop Shoot results published in the media	2 Points	_____
5: Request for GER Outstanding Member Award	1 Point	_____
Media Recognition	2 Points	_____
6: National Patriotism Week	1 Point	_____
Media Recognition	2 Points	_____
7: Charity Ball	1 Point	_____
Media Recognition	2 Points	_____
8: Request for GER Special Citations	1 Point	_____
Media Recognition	2 Points	_____
9: Citizen of the Year Award	1 Point	_____
Media Recognition	2 Points	_____
10: Community Oriented Programs of your choice	1 Point	_____
Media Recognition	2 Points	_____
11: Elk of the Year Award	1 Point	_____
Media Recognition	2 Points	_____
12: Officer of the Year Award	1 Point	_____
Media Recognition	2 Points	_____

#### ADDITIONAL MATERIAL WHICH WILL BE JUDGED

	Value	Awarded
1: Each proclamation issued on our behalf by City Officials, or invitations to participate in a Community event	1 Point	Ea _____
2: All additional community programs, news releases, and related photographs	1 Point	Ea _____
3: All documented radio or TV recognition or billboard posters	1 Point	Ea _____
4: Lodge sponsored contests such as "essays", etc....	1 Point	_____
Media Recognition	2 Points	_____
5: Programs and articles included from Ladies Auxiliaries will be judged as indicated in item #6		
6: Items or programs not listed but considered by the judges to be community oriented.	1 Point	Ea _____
7: Judges may award up to 5 additional points for an event to be considered exceptional in scope and value to the community (only 1 per Lodge)	5 Points	_____
8: Table of Contents and organization of brochure	2 Points	_____

#### TOTAL POINTS AWARDED

Membership Certification Received:     YES  NO

State: Arizona

Lodge Name and Number: \_\_\_\_\_

Lodge Division: \_\_\_\_\_