KNIGHTS OF COLUMBUS

Substance Abuse Awareness Poster Contest

OFFICIAL GUIDE FOR PARTICIPATING COUNCILS AND CIRCLES

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RULES AND REGULATIONS

"Here's a little information about the Substance Abuse Awareness poster Contest."

TOPICS/CATEGORIES

Entries in the Knights of Columbus Substance Abuse Awareness Poster Contest must fall under one of these topics: **Alcohol Awareness and Abuse** or **Drug Awareness and Abuse.** Each poster must contain a slogan reflecting either of the topics and an original visual image. A contestant can only enter one poster.

ELIGIBILITY

The Knights of Columbus Substance Abuse Awareness Poster Contest is open to all young people between the ages of 8 and 14. Age eligibility is determined by the age of the contestant as of January 1.

AGE GROUPS

Contest entrants compete in one of two age groups – ages 8 through 11, and ages 12 through 14. Some schools may have different age brackets for their elementary and middle schools. In these cases it may be appropriate to group students by grade rather than age. Sponsoring councils should use their own judgment in deciding how to group participants. **Each local, district, regional or state competition many have up to 4 winning entries – one from each category in each age group. (8-11 Drug Awareness and Abuse, 8-11 Alcohol Awareness and Abuse, 12-14 Drug Awareness and Abuse, 12-14 Alcohol Awareness and Abuse)**

CONTEST LEVELS

The Substance Abuse Awareness Poster Contest can consist of up to 5 levels of competition: council, district, regional, state & international. Below is a description of each to help you understand the progression of the program.

Council – This is the first level of the competition. Council officials should order the program kit (item #SA-KIT – call 203-752-4625 or visit www.kofc.org/forms to order), advertise the contest and contact schools to participate. The winners from the council level are forwarded to either the district deputy or state council personnel, depending on circumstances in your area (see following level descriptions).

District – The district level of the contest occurs ONLY if more than one council in your district offers the Substance Abuse Awareness poster Contest. Check with your district deputy to see if this is the case in your area. The winners for this level of the contest are forwarded to state program personnel for either the regional or state competition. Check with your state poster contest chairman or youth director for the forwarding address and deadline for entries.

Regional/State – The regional level of competition usually only takes place in larger states. In either case, the schedule, judges and prizes are provided by the state council. Winning posters from the state level must be forwarded to the Supreme Council by April 30 for consideration.

International Judging
Knights of Columbus Supreme Council Department of Fraternal Services
C/O Substance Abuse Awareness Poster Contest
1 Columbus Plaza
New Haven, CT 06510-3326

AUTHORITY

The Knights of Columbus Substance Abuse Awareness Poster Contest will be under the authority of the state deputy and state youth director. Local competition is under the authority of the grand knight, program director or council youth director. Any questions about this program should be directed to the appropriate local or state official or to the Supreme Council Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510-3326. Telephone: (203) 752-4703.

RULES

- Posters must reflect either the theme of **Alcohol Awareness and Abuse OR Drug Awareness and Abuse.** A participant may only enter a poster in one category.
- Each poster should be the original work (including concept, layout, slogan and any visual images) of a single person.
- Posters should preferably be 11X17 inches in size. If pastels, chalk or charcoal are used the poster must be laminated or covered with clear plastic.
- Each poster must be submitted with a Knights of Columbus Substance Abuse Awareness Poster Contest entry form – **make sure your council number is included**. The name and age of the contestant should be printed on the back of the poster in case they get separated.
- All entries become the property of the Knights of Columbus Supreme Council. Posters will not be returned.

JUDGING

Judging teams should be composed of students, Knights, teachers, administrators, substance abuse counselors or law enforcement officials. In keeping with the theme of giving young people the opportunity to develop their own solutions to the challenges they face, it's particularly important to involve young people in all phases of the judging process. A 100-point scoring system will be used to determine the winners.

Slogan – 30 Points: How clearly is the theme presented?
Artistic Merit – 30 Points: How well do the visuals convey the message?
Overall Impact – 40 Points: How effective was the poster in capturing your attention and causing you to reflect on the topic?

SUGGESTED TIMETABLE

Local – Councils should order their kit in December to be ready to present the contest in January. Posters should be completed by the end of January, and the council judging should take place in February.

District – Early March
Regional – Late March
State – Early April
International – State officers must have their winning entries to Supreme no later than April 30. Winners will be announced around June 1.

AWARDS

The following are **suggestions** for prizes to be awarded at the various levels of the Knights of Columbus Substance Abuse Awareness Poster Contest. Local councils, districts and state councils can design their own awards for the contest – scholarships, gift certificates, savings bonds, plaques or trophies would all be acceptable.

Council – $25-$50 cash or savings bond for the first place entry in each age group/theme combination (8-11 drugs, 8-11 alcohol, 12-14 drugs & 12-14 alcohol).

District – $25-$50 cash or savings bond for the first place entry in each age group and theme.

State – $50-$100 cash or savings bond for the first place entry of each age group and theme.

International – All international winners plus 2 runners up in each category will receive a framed portrait of their poster engraved with their name and sponsoring council information.

SAMPLE PUBLICITY LETTER

The success of a local council's participation in the Knights of Columbus Substance Abuse Awareness Poster Contest will depend on the support it receives from local public, private and parochial schools and the community. Before promoting the program in a school, permission and support must be obtained from the board of education, headmaster or principal. Also, you will need to advertise your contest through local media sources. Shown below is the suggested wording for a letter promoting the Knights of Columbus Substance Abuse Awareness Poster Contest and a press release announcing the event. This letter and announcement should be immediately followed up with a phone call to answer questions and provide additional information.

Sample Promotion Letter
(Reprint on council letterhead signed by grand knight.)

Dear _____:

Over the past several years, many fraternal organizations, businesses, schools, churches, synagogues and individuals have donated their time and money to the fight against the ever present epidemic of substance abuse. One way to rectify this worldwide problem is through the spread of information. Increasing public awareness concerning the dangers of drugs and alcohol through the cooperation of individuals and organizations has garnered significant results.

For years, the Knights of Columbus has been active in the fight against all forms of substance abuse. To further our efforts, the Supreme Council office sponsors the Knights of Columbus Substance Abuse Awareness Poster Contest. The purpose of this contest is twofold: to promote local awareness among young people of the major societal problems of alcohol and drug abuse and to generate ideas for Knights of Columbus substance abuse awareness posters and literature.

The Knights of Columbus Substance Abuse Awareness Poster Contest is open to all boys and girls ages 8 through 14. The contest is conducted at the local level with winning entries progressing through district/regional and state levels of competition to the international level. The winning entries at the international level will serve as the basis for a series of substance abuse awareness posters, with creative credit going to their artists, to be distributed throughout the countries in which the Knights of Columbus is present.

The Knights of Columbus is an international, Catholic, family, fraternal service organization with over 1.8 million members in 15,000 local councils. Last year, Knights donated more than 70 million volunteer hours and $170 million to charitable and benevolent causes, sponsoring projects to benefit the Catholic Church, councils, communities, culture of life, families, and youth.

Attached you will find a promotional poster and detailed information on the contest. A council representative will contact you in the next few days to discuss your school's participation in the Knights of Columbus Substance Abuse Awareness Poster Contest.

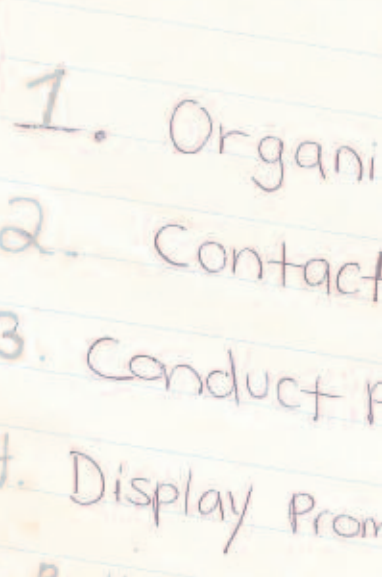
Thank you for your assistance.

TIPS ON CONDUCTING..

- Conducting a Knights of Columbus Substance Abuse Awareness Poster Contest is a fun and easy way to get the young people of your community involved in addressing issues that directly affect them. It is fun to conduct because of the opportunity to witness the creativity and optimism of the young people in your community. It's easy because you can tap into existing structures like schools, CYO's, Squires circles, etc., to do a lot of preliminary work. It can also provide excellent local, and potentially international, publicity for the council.

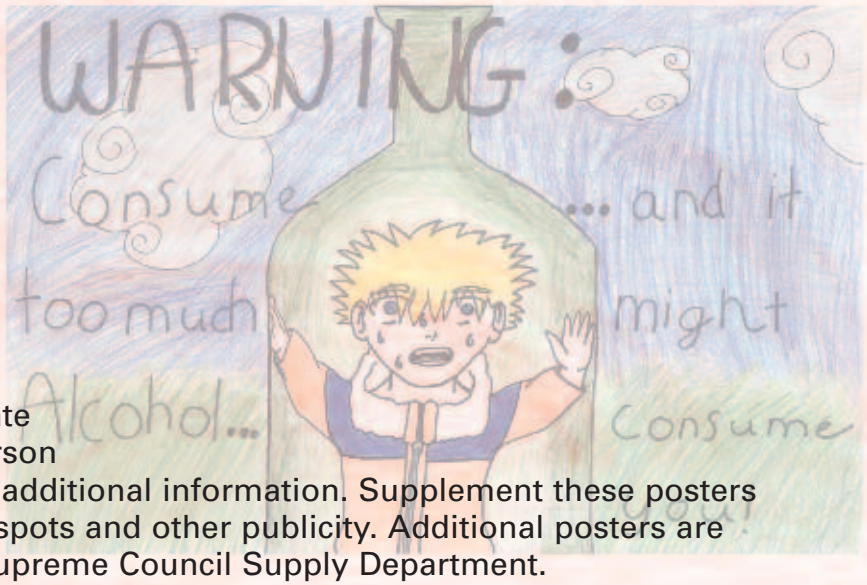
- The first step is to organize your contest. The council's youth activities director, in consultation with the grand knight, should select a team that will administer the contest. This team will be involved in all phases of the contest: organization, publicity, judging, prizes, etc. Columbian Squires circles should work with their sponsoring councils in conducting contests. The council should be "ready to go" at the start of the new year, so that the participants can get right to work. A suggested time frame would be for the students to complete work on their posters during January, with the judging at the local level to take place during February. District and/or regional judging should take place during March, with state winners chosen in early April. Entries for the international level of competition must be received at the Supreme Council office by April 30. International winners are announced prior to the close of the school year.

- Once the team is in place, the next step is to contact all schools, both public and private, in your community to publicize your contest. Solicit the support of the teachers and administrators; ask them to encourage their students to participate. Teachers, school administrators and most importantly young people can serve as judges, as can substance abuse counselors, law enforcement officials and K of C officials. Each entry should be the work of an individual student. Schools can use the contest as a project for art, health or contemporary issues classes.



.....A POSTER CONTEST

- If there are multiple schools participating, consider conducting preliminary judging. In this way, the people in the community that you ask to serve as judges, which should include young people, will not be overburdened with a volume of posters, and the judging process will proceed more quickly.



- Display promotional materials prominently. The posters included in the Poster Contest Kit should be displayed in any school from which students would participate, as well as youth centers, church halls, libraries, Boys & Girls Clubs, skating rinks, shopping centers, YMCA & YWCA buildings, and the council home. On the poster, indicate the name of the council contact person and a telephone number to call for additional information. Supplement these posters with newspaper ads, radio and TV spots and other publicity. Additional posters are available free of charge from the Supreme Council Supply Department.

- Build public interest in the contest. Use the sample press release to announce your contest to local newspapers and through radio announcements. Placing the promotional posters in prominent places around town will also accomplish this.

- Contact local D.A.R.E. or M.A.D.D. chapters to ask for help promoting your contest.

- Outline the criteria for your judges to use in rating the entries. The goal of this program is to create/increase awareness among young people of the problems of alcohol and drug abuse, while encouraging them to speak to other youngsters "in their own language" to address these vital issues. Meet with your judges in advance of the judging process so that all are "on the same page" regarding what to look for in a winning entry.

- Recognize everyone participating by presenting the included participation certificates to all who submit entries, and council champion certificates to your council's winners. Encourage each school to develop some type of recognition for the winning entries in that particular school.

PRESS RELEASE

All young people ages 8 through 14 are invited to participate in the (year) Knights of Columbus Substance Abuse Awareness Poster Contest. Students are encouraged to develop an original poster and slogan idea designed to discourage their peers from experimenting with drugs and alcohol. The Knights of Columbus Substance Abuse Awareness Poster Contest will be an annual competition with winning entries progressing to local, district, state and international levels of competition.

There will be a division for youngsters ages 8 to 11 and a division for youngsters ages 12 to 14. All contestants will be recognized for their participation. For entry forms or additional information contact your school principal or (name, telephone number and e-mail address of K of C contact person). The Knights of Columbus is an international Catholic family fraternal service organization with 1.8 million members in over 15,000 local councils. Last year, Knights and their families donated 70 million volunteer hours and $170 million to charitable and benevolent causes, sponsoring projects to benefit their Church, councils, communities, Culture of Life, families and young people.

KNIGHTS OF COLUMBUS

SUBSTANCE ABUSE AWARENESS POSTER CONTEST PARTICIPATION FORM

PLEASE INDICATE THE NUMBER OF PARTICIPANTS IN YOUR COUNCIL CONTEST

AGE GROUPS	8-11	12-14	TOTALS
ALCOHOL ABUSE			
DRUG ABUSE			
TOTALS			

CONTEST PARTICIPATION REPORT FORM: Immediately following the local council contest, the grand knight should complete and submit this Substance Abuse Awareness Poster Contest Participation Form (#4001) to the Supreme Council Department of Fraternal Services. This form provides the Supreme Council office with valuable participation statistics as well as feedback about the program in general.

PERSONAL COMMENTS OR OBSERVATIONS CONCERNING THE KNIGHTS OF COLUMBUS SUBSTANCE ABUSE AWARENESS POSTER CONTEST:

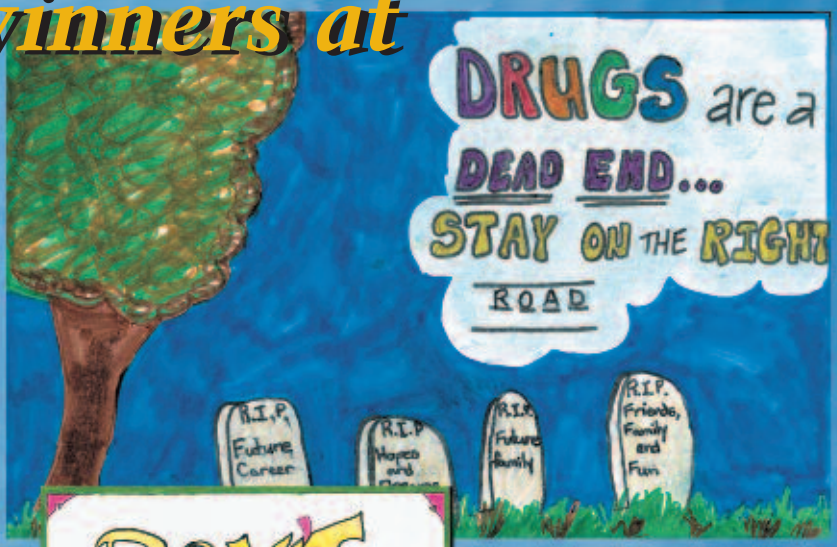
SIGNED: _____
Grand Knight

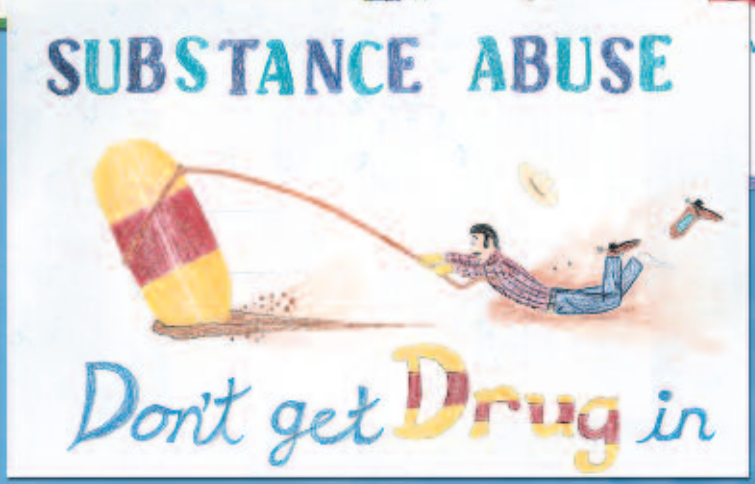
COUNCIL NUMBER: _____
CITY/TOWN: _____
STATE/PROVIDENCE: _____

FORWARD TO: Supreme Council Department of Fraternal Services
COPY TO: Council File

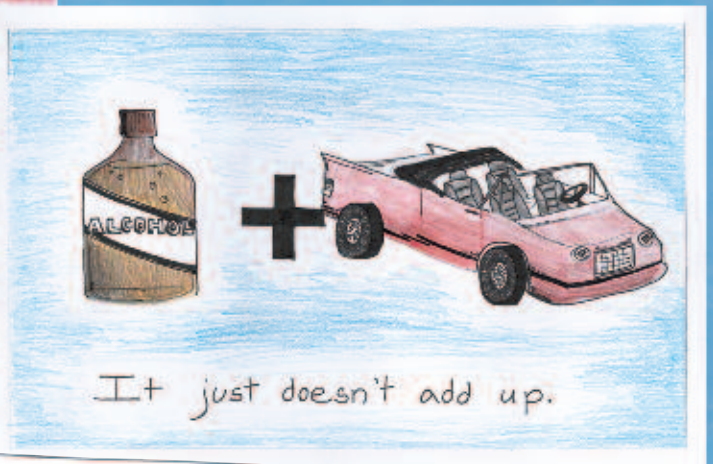
4001

Previous winners at





the international level



Winning poster designs will be used for Substance Abuse Awareness Poster Contest promotional materials.

SUBSTANCE ABUSE AWARENESS PROGRAM MATERIALS

KNIGHTS OF COLUMBUS
SUBSTANCE ABUSE AWARENESS POSTER CONTEST KIT
ORDER FORM

Name	Title	Council No.
Street Address	Phone	Email
City	State/Province	Zip/Postal Code

CONTEST KIT CONTENTS

These items can also be ordered individually,
free of charge, on a Form #1 requisition

75 — Participant Entry Form/Judging Sheet, #4000

1 — Substance Abuse Awareness Poster Contest Report Form, #4001

10 — Council Winner Certificate, #4015

75 — Participant Certificate, #4016

1 — Substance Abuse Awareness Program Guide, #4112

5 — Substance Abuse Awareness Posters, #4357-A and #4357-B

CLIP AND MAIL FORM TO SUPREME COUNCIL:

Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510 - 3326
or ***Go to www.kofc.org/forms to order a kit online.***

For More Information Contact the Department of Fraternal Services at (203)752-4270, e-mail Edward.Wezenski@KofC.org or write to us at:

Department of Fraternal Services
1 Columbus Plaza
New Haven, CT 06510

Have your council participate TODAY!

KNIGHTS OF COLUMBUS