

Youth Activities Committee

Grand Lodge Youth Week Brochure Contest

All Lodges across the nation have programs honoring the youth in their communities but not all take the time to put a brochure together to enter the **Grand Lodge Youth Week Brochure Contest**. The contest can be a rewarding experience. You should use all the available avenues to make the local youth program a success. Publicity resulting from this activity for your Lodge and the Order cannot be overestimated and in many ways is the key to gaining new members for the Order. An excellent way to gain that publicity is to recognize publicly the Youth Leaders during Elks National Youth Week. You might invite various clergy, school personnel, police officers and public officials interested in youth and community betterment to attend and participate in a banquet or other event honoring youth of your area. And by all means remember to invite the news media personnel.

- The first week in May is designated as Elks National Youth Week. The important items to insure a successful Youth Week and Youth Week Brochure are timing, planning, communications, organization and implementation.
- Must have membership numbers as of April 1st of the current year.
- Brochures are based on what the Lodges do in the first week in May for the current year.
- Proclamations, 5 points for Mayor or Councilman and 5 points for Governor. State Youth Activities Chairman should obtain the Governor's proclamations for all the State Lodges.
- Table of contents with page tabs and pages numbered to correspond with the table of contents. Identify each section with a title page. Can also be formatted for various events on different days. ***Youth Week is just not one day or one banquet, it is a full week.***
- Newspaper clippings to show public awareness of upcoming Youth Week events and follow up newspaper articles showing how the Lodges honored the youth in the community.
- Lodge bulletin articles to show membership awareness and involvement.
- Combine many pictures (color photos preferred) and captions, of the same event, on the same page when possible. *Captions are an important part of the overall presentation and should clearly describe the picture.*
- **Awards banquets are more important than picnics.** Banquets have a captive audience for introductions whereas picnics are usually scattered, but both can and should be a part of the overall program.
- Limit 10 pages maximum on each category. Remember: Quality not quantity. Avoid form letters or blank Grand Lodge forms/certificates.
- You can use Student of the Month, Hoop Shoot, and Soccer Shoot winners, Pop Warner, Little League, T-Ball, Scouting Awards and any other Youth Activities you sponsor during the year, *but you must invite and recognize them at a Youth Week banquet or picnic.*
- A Gun Show is not Youth Activities.
- Pictures should not contain tables or individuals with drinks or beer bottles in hand.
- **Must have brochures to me by the last Friday in May. (May 28th, 2010)**

Every Lodge submitting a brochure is a winner because they took the time to not only honor the youth in their community but to show the public that *Elks Care — Elks Share*.

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