



Tips and Tricks to Make Your Entry a Winner

Binder Basics

- Make sure all your pages are 8.5" x 11" or smaller, and fit inside your binder.
- Make sure the outside of the binder is free of any lettering or artwork. It **must** be plain.
- Organize. Organize. Organize.

What Not to Do

- You lose 25 points (per infraction!) right off the bat if you:
 - Use a binder with a ring size greater than two inches.
 - Summary is longer than allowed. (Programs - two pages; Projects – one page)
 - Add a cover or art to the outside of your entry binder.
 - Insert your entry form in the outside pocket of your binder.
 - Have any pages in your binder that are larger than 8.5" x 11.

The Summary

- The most important part of your entry.
- Plan it out before you start writing. At the same time, plan out your work samples to support your summary.
- Look at the scoring sheets and what questions the judges are going to be asking. Answer them in your summary.
- Know the difference between a goal and an objective.
- Don't skimp on the sections on research and evaluation!!!
- Word of the day: Measurable. Goals, objectives and results should be measurable.
- Include your budget. If you went over-budget, explain why. If you were under-budget or had a shoe-string budget, tell the judges.
- Tie the evaluation section back to the planning section. Restate goals and objectives, and explain how the results pair up them.
- Include any challenges you encountered and how you overcame them.
- Edit out any unnecessary words. You'll have more room for the important stuff.
- Proofread. Proofread. Proofread.

Brownie Points

- Break up summary with headers for research/situation analysis, planning, execution and evaluation.
- Use two-column format instead of standard page format. You can actually fit in more content by using two columns!
- Keep the font size reader-friendly. No smaller than 10 point.

What Not to Do

- Use a font size smaller than 10 point.
- Typos, misspellings and grammatical errors.
- Go over the length limit.
- Forget to include enough information on research, planning and evaluation.
- Leave out information about your budget.
- Have goals, objectives, and evaluation that aren't measurable. Always include measurable goals, objectives and results.



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Work Samples

- Use your samples to support what you say you did and accomplished in your summary.
- If you mention a particular print piece, media clip, etc., include it.
- Don't forget to include work samples to show research, planning and evaluation.

Brownie Points

- Label your work samples.
- Divide up the work samples into research, planning, execution and evaluation using divider pages and labels.
- Use plastic sheet protectors.

What Not to Do

- Include pages that “hang” outside of the boundaries of your binder. (You'll automatically lose points!) Fold up large pages or use scaled-down versions of large pieces like posters.
- Forget crucial work samples mentioned in your summary.
- Exclude information that supports what you mentioned in your summary.