

MEMBERSHIP ADVANCEMENT & EDUCATION

MAE-1 MEMBERSHIP AWARENESS

Best in Group: Certificate of Merit + \$100

Given for the most innovative activity, set of activities or most outstanding effort to increase public visibility, to increase club membership, or to make the public aware of the mission and activities of garden clubs. This includes publications such as membership brochures, leaflets, or other publications as well as publicity received.

Printed materials, materials for electronic publication and publicity may be attached in their entirety to the application and are not counted as part of the 3-page limit.

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| <ol style="list-style-type: none">1. Garden Club:
 Small
 Medium
 Large2. Group of Clubs, Council, District3. State Garden Club:
 Small
 Medium
 Large |
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Please refer to the Scoring Rubric for MAE 1 on the following page.

MAE-1 Specific Scoring Rubric

Maximum Total Points

Presentation **5 Total** _____

Cover sheet included with all sections completed	2	
Application adheres to 3 single page limit unless other size specified in award description	2	
Application neat and concise	1	

Achievement **65 Total** _____

Innovative nature of activities and/or publication	20	
Quality of print/digital materials	7	
Quality of content	15	
Activities to attain goals	10	
Planning	5	
Execution of activities and/or publication	5	
Successful obtaining of publicity	3	

Participation **15 Total** _____

% of member participation from total size possible (may include any type of support given)	12	
Involvement of others (community, government agencies, professionals, youth, facility residents, others)	3	

Documentation (Photocopies permitted) **15 Total** _____

Clear, well-labeled, neatly attached photos when applicable	4	
Landscape plan when applicable (give full credit if not applicable)	4	
Financial report	5	
Other (letters of appreciation, community awards, publicity, etc.)	2	

100 Total _____

MAE-2 SOCIAL MEDIA/WEBSITE

Best in Each Group: Certificate of Merit + \$50 sponsored by The Garden Club of Georgia, Inc.

Given for the most outstanding website or social media page promoting the sponsoring organization and NGC objectives. At least a portion of the site/page must be available for viewing by the general public. Include website/media address, who maintains site, frequency of updates, and cost in the application. Ease of navigation will be considered while judging from the address given.

<p>A – Website designed and managed by club members</p>	<p>B – Social media page designed and managed by club member/s</p>
<p>1. Garden Club (NGC or IA): Small Medium Large</p> <p>2. Group of Clubs, Council, District (NGC or IA)</p> <p>3. State Garden Club: Small Medium Large</p>	<p>1. Garden Club (NGC or IA): Small Medium Large</p> <p>2. Group of Clubs, Council, District (NGC or IA)</p> <p>3. State Garden Club: Small Medium Large</p>
<p>C – Website professionally designed</p>	<p>D – Social media page professionally designed</p>
<p>1. Garden Club (NGC or IA): Small Medium Large</p> <p>2. Group of Clubs, Council, District (NGC or IA)</p> <p>3. State Garden Club: Small Medium Large</p>	<p>1. Garden Club (NGC or IA): Small Medium Large</p> <p>2. Group of Clubs, Council, District (NGC or IA)</p> <p>3. State Garden Club: Small Medium Large</p>

Please refer to the Scoring Rubric for MAE 2 on the following page.

MAE 2 Specific Scoring Rubric

Maximum Total Points

Presentation 25 Total _____

Design/Appearance attractive	8	
Design/Appearance engaging	8	
Design/Appearance easy to view	6	
Layout	3	

Navigation 35 Total _____

Ease of navigation	10	
Navigation system (bar, map, etc.)	5	
Logical flow of pages	5	
Clear page headers	7	
Links active	8	

Achievement 20 Total _____

Club/group information present	5	
Club/group information easy to find	5	
Educational	10	

Promotion 10 Total _____

Promotes NGC objectives	10	
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Maintenance 10 Total _____

Does it appear to be updated?	10	
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100 Total _____

MAE-3 DIGITAL MEDIA PRESENTATION

Best in Group: Certificate of Merit + \$100 sponsored by The Garden Club of Georgia, Inc.

Given for the best presentation recorded and submitted on any type of digital media supporting any of the following NGC objectives: History/Archives, private or public Garden Tours, Flower Shows, Projects, Programs, or other.

MAE-3 continued

1. Garden Club (NGC or IA):
 - Small
 - Medium
 - Large
2. Group of Clubs, Council, District (NGC or IA)
3. State Garden Club:
 - Small
 - Medium
 - Large
4. National Affiliate (dues paid directly to NGC)

MAE 3 Specific Scoring Rubric

Maximum Total Points

Presentation

60 Total _____

Cover sheet included with all sections completed	2	
Application adheres to 3 single page limit unless other size specified in award description	2	
Design/appearance	8	
Audio quality	8	
Memorable content and delivery	8	
Creativity	6	
Clear images	6	
Concise information	7	
Easy to view	3	
Easy to comprehend	4	
Logical sequence	4	
Visual effects contribute rather than detract from message	2	

Achievement

20 Total _____

Overall impact (educational, inspiring, persuasive)	15	
Club/group information present and accurate	5	

Promotion

20 Total _____

Clear message	6	
Promotes NGC objectives	10	
Means of distribution	2	
Profits realized, if applicable	2	

100 Total _____

MAE-4 PUBLICATIONS

Best in each Group: Certificate of Merit

Given for the best publication in each group. Notices and flyers for one-time events do not apply. Submissions may be electronic or printed unless otherwise specified.

Newsletters/Magazines/Bulletins distributed at least three-times per year under one editor or manager with three sample issues submitted with application.

Manual or Handbook supporting any of the NGC objectives, i.e., procedural, duties of officers, awards, etc.

Educational Publication promoting any NGC objective, i.e., design, environmental, landscape, gardening, horticulture, therapy, etc.

Other publications promoting any NGC objective.

A – One-two page newsletter	B – Newsletter/Magazine 3-12 pages
<ol style="list-style-type: none"> 1. Garden Club: Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate 	<ol style="list-style-type: none"> 1. Garden Club: Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate
C – Newsletter/Magazine/Bulletin 13-24 pages	D – Newsletter/Magazine Bulletin over 24 pages
<ol style="list-style-type: none"> 1. Garden Club: Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate 	<ol style="list-style-type: none"> 1. Garden Club: Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate

E – Manuals/Handbooks	F – Educational
<ol style="list-style-type: none"> 1. Garden Club: <ul style="list-style-type: none"> Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: <ul style="list-style-type: none"> Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate 	<ol style="list-style-type: none"> 1. Garden Club: <ul style="list-style-type: none"> Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: <ul style="list-style-type: none"> Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate

G – Other
<ol style="list-style-type: none"> 1. Garden Club: <ul style="list-style-type: none"> Small Medium Large 2. Group of Clubs, Council, District 3. State Garden Club: <ul style="list-style-type: none"> Small Medium Large 4. National Affiliate (dues paid directly to NGC) 5. International Affiliate

Please refer to Scoring Rubric for MAE 4 on the following page.

MAE 4 Specific Scoring Rubric

Maximum Total Points

Presentation **5 Total** _____

Cover sheet included with all sections completed	2	
Brief description of publication	3	

Achievement **65 Total** _____

Educational	8	
Informative	9	
Accurate information	6	
Clarity of subject	5	
Print quality adds to overall appearance	7	
Includes high quality photographs	6	
Includes appropriate, meaningful graphics	4	
Coverage received	6	
General appeal	8	
Indicates that organization is NGC member	6	

Promotes NGC Objectives **15 Total** _____

Promotes at least one NGC Objective	5	
Promotes more than one NGC Objective	10	

Documentation (Photocopies permitted) **15 Total** _____

Number of copies distributed/sold	5	
How distributed	4	
Financial report includes cost of publishing, price if sold	6	

100 Total _____

MAE-5 NATIONAL GARDEN WEEK

Best in Group: Certificate of Merit + \$100

Given for the best overall promotion of National Garden Week. Entry to show community awareness throughout the entire week and include local and/or state proclamations.

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| <ol style="list-style-type: none">1. Garden Club:
 Small
 Medium
 Large2. Group of Clubs, Council, District3. State Garden Club:
 Small
 Medium
 Large |
|--|

MAE-6 MEMBERSHIP INCREASE

Best in each Group: Certificate of Merit + \$100

Given for the top state membership increases as defined in each section. These awards are calculated by the NGC office. No application is accepted.

A – State Garden Club showing the greatest increase in paid membership as of Oct. 31 of the Award Year.	B – State Garden Club showing the greatest increase per capita as of Oct. 31 of the Award Year.
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MAE-7 LIFE MEMBERSHIPS

Best in each group: Certificate of Merit + \$100 sponsored by Bobbie Verser

Given for highest increases in NGC Life Memberships as defined in each section. These awards are calculated by the NGC office. No application is accepted.

A – State Garden Club with the greatest increase in NGC Life Memberships from May 1 – April 30.	B – State Garden Club with the greatest per capita increase in NGC Life Memberships from May 1 – April 30.
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