

Read how this year's State Societies started their Brochure Contest Program

I asked the eleven (11) State Societies who participated in this year's Brochure Contest to give me a paragraph, or a few sentences, on how they started the program in their state so we can all learn. Eight of them responded right away. **Missouri** probably had the most creative approach, so jump down (back page) and read what Charles Lilly, MOSSAR, had to say; *He may be on to something* - but be sure and read the others too.

California We have been running the contest for five years. We still only had 5 out of our 26 chapters participate in our state-wide contest this year. Our Poster Contest had only six chapters participating this year. So, we both have a long way to go. ... Our state educational environment is bureaucratic and political. So we have to use a "grass roots" strategy – *Find a supportive teacher*, be it a neighbor, through a child or grandchild, though a local church school. We also have counted on the local C.A.R. societies to contribute an entry to a Chapter every year. We tell chapters getting onto to the Brochure Contest that it's easy. You rarely have to go into the classroom to make a presentation. *Find a supportive teacher*. The social studies teachers tend to be history majors and can handle the theme without our help – you just stop by and pick up the brochures. I think setting the Brochure Contest theme to be the five (5) Foundational documents of the Nation (Constitution, Bill of Rights, etc.) to align with the middle school curriculum was a very smart move – makes it easier on the teacher to integrate our program. We've also worked to increase the amount of the award prizes to attract the students – we are in completion for their time and attention. – *Tom Adams, CASSAR*

Georgia To get our program started, we approved cash prizes of \$50, \$25 and \$15, similar to our poster contest. Limited our approach to three schools with overall winner a \$75 cash award. Presented the awards to two schools in from of the classroom and one school in front of the entire 8th grade. We had a head start as we had been in two schools with our "Traveling Trunk". Ran into a problem as one school did not teach the topics until February, thus we selected a March 1 deadline. The topics available should remain as this is the best theme we could possibly select. We will continue to promote the program under new management. Hope this is helpful. – *George Thurmond, GASSAR*

Indiana A teacher at a private school found it referenced on our website. She is a member of the State Board of Ed in Indiana. – *Wayne Eells, INSSAR*

(over)

Maryland Although we had an entry this year, I would not call our program a success. I reached out to all the chapters through our newsletters, online emails, and personal announcements at quarterly meetings. I met with D.A.R. and C.A.R. officials and explained the program and provided details. I advertised online on Facebook and Craigslist. I advertised in the newspapers. Jim Engler, our State President, created an "Educational Partnership" with the Public School System for all the SAR youth programs. All efforts eventually met with no success. The only success I had was through a personal acquaintance at work whose daughter is in the Girl Scouts. I think her dad persuaded her to spend the time to try making the Brochure and, in the end, he tells me she had a great time and learned a lot. This was the only entry I received this year. I believe it is true for all the youth programs that unless there is an advocate with personal contacts embedded in the demographic, it is extremely hard to convince children and their parents to spend their valuable time doing these extracurricular activities. - *Art Petruccelli, MDSSAR*

Maryland (more) Art I feel is being too modest. That we had a winner this year is progress, and I'm hoping that we will be able to build on it in future years. As a clarification, the Partnership Program was at the county level in the chapter in which Art and I both belong and where I am the chapter president. - *Jim Engler, State President, MDSSAR*

Missouri Olivia Pool entered our Brochure Contest because her older sister also entered our Knight Essay Contest. The Pool family live next door to me and I threatened to spray water on both girls if they did not enter. It worked. - *Charles Lilly, MOSSAR*

North Carolina There are a couple of us in NC that got the program going. I talked to the teachers at Teachers meetings. I have also used students to get to teachers. In NC we give the teacher of the winning brochure a monetary award that is to be used for classroom supplies. What teacher does not want money? - *John O. Thornhill, NCSSAR*

Virginia As you know, it has been slow going in Virginia! But I thought it was important for Virginia to be a part of the brochure contest from the start. Fortunately, I have a 6th grade social studies teacher in the house, so I put it to her. She has rounded up candidates for two years running. I sincerely hope more chapters will take advantage of this new opportunity for outreach in their local schools. As we publicize the winners each year, hopefully it will bring in more contestants in succeeding years. The real key, though, is finding a teacher willing to support it and hopefully offer extra credit for completing a brochure. - *Mike Elston, VASSAR*