

Community Projects Awards Program

Rules and categories valid
beginning with the 2010-2011
District judging.

The **Community Projects Awards (CPA) Program** is an annual competition that recognizes Clubs for their community service and fundraising activities. First-place winners of District competitions that are submitted for International judging will receive International Entry patches.

The Community Project Awards Program is intended to:

- Provide recognition to Clubs for outstanding projects.
- Encourage significant community-serving activities, which enhance the image of the Club and benefit the community.
- Stimulate membership involvement in meaningful Club activities, providing maximum opportunity for individual participation and enhancing the desirability of membership.
- Aid Optimist International in acquiring information on outstanding Club projects for the guidance of other Clubs seeking a similar community-serving opportunity.
- To give the Club a reference book that can be used in the future as a guide for the organization of a similar activity.

The judging of Club entries should occur no later than the first quarter board meeting immediately following the year in which the projects were conducted. The District need not award winners in a category if the quality of the projects is insufficient.

The CPA Program values project content and quality rather than the appearance of the entry book.

CPA albums are evaluated according to the following criteria:

- Overall quality of the project, including uniqueness and creativity = 50%
- Detailed step-by-step explanation of project in order for another Club to be able to successfully run similar project from planning to completion = 45%
- CPA Album organization, documentation and compliance with the Official Rules = 5%

Clubs that fail to comply with any of the Official Rules may face project disqualification in the CPA competition.

First place District winners in the two categories will become official entries in the International competition when they are forwarded to the International Office. **Optimist International shall have the privilege of retaining all entries for a period not to exceed one year.**

International Community Projects Award Jury

Each year, the Committee that oversees the International Programs is appointed by the Optimist International President, and these Optimist Members convene to review the previous year's District CPA albums and select the International winners. The International Jury follows the same format and evaluation criteria as that of the District CPA Jury, and may withhold recognition in any category if entries fail to reflect acceptable standards of excellence.

In the International competition, two award winners will be chosen – **Best Overall Community Service Project** and **Best Overall Fundraising Project**. Every community service entry submitted for International competition that is not based on a current Optimist International program is eligible for the **Optimist Innovation Award**. This award is not necessarily an annual award and is designed to recognize Clubs which develop new and creative program ideas.

All International winners will receive paid registration to the annual convention for 2 Members of the winning Club (the submitting Club in the case of a multiple Club entry), recognition at the International convention, and a profile of their project in the Optimist magazine.

If you have any questions, contact the Programs Department at the International Office by calling (800) 500-8130 x 235 or via e-mail at programs@optimist.org.

CPA Categories

The following 2010-2011 CPA categories are endorsed by the Activities Committee in order to sufficiently acknowledge the wide array of youth and community projects completed by Clubs each year.

Community Service – Creative projects organized to serve and support youth and the community. For example, blood drives, Respect for Law awards, tree planting, mentoring, adopting a family stricken with cancer, safety demonstrations, Youth Appreciation banquets, and baseball leagues would be included in this category. Be creative and find out what best fits the needs of your community!

Fundraising – Innovative, fun activities that are planned and completed for the primary purpose of fundraising should be entered in this category. While the funds raised may be used for a Club program or donated to another organization, any project conducted for the purpose of raising funds should be submitted in the Fundraising category. Enter your Club's bowl-a-thon, boat regatta, chili cookout or carnival. Creativity is key!

Official Rules

1. Project Eligibility

To be eligible for the CPA competition, projects must meet the following requirements:

- (a) A project must be conducted in its entirety during the current administrative year, **October 1, 2010** through **September 30, 2011**. Project planning and post wrap-up can occur outside the administrative year.
- (b) Clubs conducting ongoing projects may submit those activities completed during the 12-month period ending September 30, 2011.
- (c) Clubs must adhere to the restriction of 30 **one-sided** pages total for sections 2, 3 and 4.
- (d) Clubs must provide contact information and grant permission to Optimist International to publish a project summary and contact information. This can include the use of photos, e-mail addresses and phone numbers.

Once a project has been named a District winner, it is not eligible to be resubmitted for a period of 3 years.

Once a project has been named an International winner, the project is no longer eligible to be submitted as a CPA entry. The project will be included on the Resource Library.

2. Album Format (for single and multiple Club Entries)

All Club entries must be submitted in the official CPA binder or **a plain 3-ring binder using the 2010-2011 Project Story format** to the District Activities Chairperson by the date designated by District.

Plastic sleeves or sheet protectors should not be used in a CPA entry book.

Single and Multiple Club projects will be judged together.

- The Front Cover shall contain only a sheet stating the Club name(s), Club number(s), District name(s), project name, category entered and the Project Contact Person's contact information.
- All sections will be properly identified and are as follows:

Section 1*: Project Story - shall be submitted typewritten in the format printed from the website at www.optimist.org or through the Programs department.

Section 2*: Reference Section – This can include names, addresses, telephone numbers, websites etc. of all resources used in project so that Clubs in the future have a reference guide for planning similar community activities. This section should be 3 pages maximum.

Section 3*: Publicity - include press releases, newspaper articles, website promotion, magazine clippings, Club and District bulletins, appropriate correspondence, programs, posters, flyers and newsletters. All publications samples and clippings should indicate or contain the name and date of the publication. In addition, document all publicity received from radio or television by listing the stations and call letters. Where possible, obtain documentation from broadcast stations.

Section 4*: Properly identified photos - Digital photos are acceptable. Include action photographs whenever possible. Not to exceed 12 photos.

3. Multiple Club Projects

Multiple Club projects, those conducted by two or more **adult** Optimist Clubs, shall be evaluated against both single and multiple Club entries. Districts may submit either single or multiple Club Service and Club Fundraising projects as their two District winners.

4. Submission of a CPA Entry to the District Judging

All entries must be shipped prepaid to the address designated by the District CPA Chair.



Important!

**Clubs must mail their CPA entries to the District
Activities or CPA Chairperson.**

**PLEASE DO NOT SUBMIT CLUB ENTRIES
DIRECTLY TO THE INTERNATIONAL
OFFICE.**