

POSTER PROJECT TIMELINE

8 weeks prior

- Submit project & tentative budget for approval to Optimist Club
- Contact School Principal to get permission for poster contest for all ____ graders. The more contestants that are entered in the contest, the more judges that will be needed.
OR
- Contact local Boy Scout/Girl Scout Leaders to seek involvement from troops for poster contest.
OR
- Contact local Boys/Girls Club to seek involvement from children in program for poster contest.
- Seek & secure location to have actual posters displayed and judged on a designated day. Some schools will allow use of cafeterias, classrooms or auditoriums if school students are involved. The event should be held somewhere that is recognizable to the local residents. If it is warm enough, a designated area at a local park might work. Check with local malls to see if posters can be displayed. Be sure that the location has enough room to accommodate participants, parents or anyone else that might come to hear Guest Speaker(s) during judging.
- Obtain prizes. Seek donations such as a safety helmet from Wal-Mart as 1st prize. Go to local restaurants and ask for a donation such as a free large pizza coupon or a meal. Sometimes a local bank will donate a savings bond to be used as a gift. Some items might be purchased from Optimist Suppliers such as Shumsky or the Canadian Service Center.
- Contact local newspaper to submit article about poster contest and give contact information for those who want to enter to obtain rules and further information. Make sure that main contact person is available to receive calls and distribute information
- Contact local newspaper to submit poster contest as an item on the Community Calendar.

6 weeks prior

- Invite a Guest Speaker or speakers that can talk about a topic related to the poster contest. The speaker can talk while the judges are judging the posters. Make sure that you have enough speakers to fill the time needed for judging.
- Develop and copy poster rules to be distributed to students in classrooms by teachers or by troop leader or main contact at next meeting or activity.
- Contact local newspaper to submit poster contest as an item on the Community Calendar.

- Send press release to local newspaper about event. It is better if you have a contact to address it to such as someone who works on community events or with the school. You can call the newspaper office and get the name of the proper person. (Sample press release enclosed)
- Secure judges for event. Some possibilities are a local police officer familiar with skateboarders, School Resource Officer, School Nurse, local newspaper reporter or radio personality, School Art Teacher, School Principal, Optimist Officer or local doctor.
- Re-confirm event location and determine if any set-up will be needed and who will be doing the set-up (location personnel or Club members.) How early prior to the contest can set-up begin? Who cleans up after the event? Are there any fees involved? If so, when and how should they be paid?
- Have a photographer (does not need to be a professional) ready to do pictures of the event. Take pictures of the participants, the set-up, the judging, the winning poster, the winners and the prizes. Make sure that there are pictures with children not just adults!

4 Weeks prior

- Ask proper contacts to remind students/troop members/ club members about Poster Contest either in announcements, club newsletter or on calendar.
- Revise budget based on information from other coordinators such as any prize donations or a fee for the location.
- Follow-up with Location, Judges, Media and Prize coordinators to make sure everything is on target. Offer assistance as needed.
- Consider awarding some type of certificate to all participants on the day of the event. Make sure to have certificates on-hand at event available through Optimist Supply or you can develop one on your own.
- Re-confirm judges and give specific details such as what time judges should be there, approximately how long the judging will take and directions to the location of the contest.
- Pick-up contest prizes in advance. This will allow time to make sure enough prizes are on-hand for event. Send Thank-you letters (sample enclosed) for any donations received preferably before event.

2 Weeks prior

- Ask proper contacts to remind students/troop members/ club members about Poster Contest either in announcements, club newsletter or on calendar.
- Send judges contest rules and judging sheet (Samples included) prior to contest

- Recruit Club Members to Clean-up as needed.

1 Week prior

- Have Club President sign certificates for participants if they are being used.
- Have final meeting with all coordinators to go over final details.
- Pay any expenses that have been accumulated at this point.
- Make copies of Guest Registry and give to Location Coordinator for Sign-In Table
- Personally invite media to event.
- Purchase prizes that have not been donated.
- Gather membership materials to be used at the sign-in table and give to Location Coordinator.

Day of Event

- Arrive early at location to make sure area is ready to have contest.
- Make sure that Club Banner is displayed in a highly visible location.
- Make sure that a sign –in table is ready at the entrance to the contest. Have a Club Member and the Membership Chair greet all adults as they arrive and make sure they sign-in on the Guest Registry (make additional copies as needed) Be sure to have information about your Optimist Club including membership information and applications available for guest to take with them.
- Make sure that all judges get all the judging materials they will need and know of any last minute instructions.
- Have a short meeting with the judges prior to judging to answer any questions or make any clarifications.
- Make sure that prizes are on-hand at the judging.
- Greet participants and direct them to appropriate areas to display their work
- Make sure Club members talk to any adults that have come to the contest. Don't have the entire Club group together and only talk amongst themselves.

- After judging is completed, have awards presentation. Give prizes to winners and congratulate all participants.
- As soon as awards have been presented, have some Club member (usually the President) say a few words of thanks to the judges, participants and recognize any sponsors. Also say a word of thanks to the contact person for the facility that the event is held in. Say just a few words about what your Optimist Club does and provide a contact if someone would like additional information.
- Begin cleaning up area, as people should be leaving. This will indicate the event is over and encourage people to exit.

No later than 1 week after Event

- Write thank-you cards or letters to School Principal and any Teachers who helped with project.
- Or
- Write thank-you cards or letter to Boy/Girl Scout leaders or Boys/Girls Club contact who helped with project.
- Complete Evaluation form (sample included, form on-line) and send to either

Optimist International 4494 Lindell Blvd. St. Louis, MO 63108 Fax: 314-371-6006 e-mail: programs@optimist.org	Or	Optimist International Canada 4559 boul Métropolitain est St-Léonard, QC H1R1Z4 Canada Fax: 514-721-1104 e-mail: service@optimiste.org
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- Consider doing a Community Project Activity (CPA) book for your Club to submit for District judging. (Information provided on OI website)
- Submit article and picture to local newspaper about event and winners.
- Write thank-you card or letter to facility manager.
- Write thank-you cards or letters to judges. (Sample included)
- Write thank –you cards or letters to any sponsors that have not received one.
- Write informational letter about your Optimist Club and when the next project or meeting is with an invitation to participate. Send to everyone who signed on the Guest Registry.
- Continue to follow-up with phone calls and invitations to people on Guest registry. Your next new Member could come from here.
- Do a club evaluation of the project to determine the success of the project. Is this something the Club will do again.