**CHAPTER MEMBERSHIP BROCHURE EVENT**

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Submit 1 chapter membership brochure design on the Google Form by

5:00pm on September 8, 2023

**Google Form: https://forms.gle/XvLJbaqjNzNE1tvp9**

**GUIDELINES:**

1. Entries are limited to one entry total per chapter
2. Membership Brochures should detail information about recruiting local members to join your chapter.
3. Entries must be the original work of the local chapter. Copy ready brochures provided by the state or national offices are not acceptable. Official logos may be used, however
4. Entries must be saved as a PDF and limited to 2 pages maximum. They may be trifold brochures or they may be duofold (booklet type) brochures.
5. Brochures may be color or black and white.
6. One Brochure should be uploaded to the Google Form
7. Brochures will be judged and Winners will be announced by October 4th.

**EVALUATION:**

1. Effectiveness of the Message (what is DECA, how to join, what do you get out of it) (20 points)
2. Page layout, principles used in design, clip art selection & placement, font selection & usage (did it flow well and was it easy to read as a tri fold or bi fold brochure) (20 points)
3. Creativity (this is what sets some apart, color usage, theme??) (20 points)
4. General Appearance (neatness, legibility, balance, was it easy to read? did it have too many words? too many pictures?) (20 points)
5. Accuracy and Appeal of Information provided (was it easy for a high school student to know about DECA if that was the first they heard of it) (20 points)