

# Knights of Columbus

## 'Keep Christ in Christmas' Poster Contest



OFFICIAL GUIDE FOR PARTICIPATING COUNCILS AND CIRCLES

# Tips on Conducting

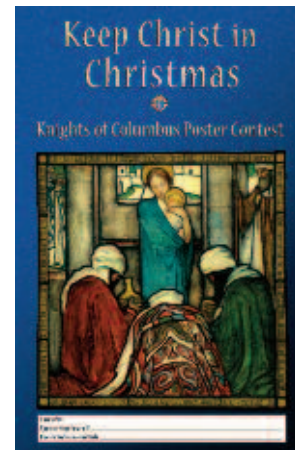
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- ★ **Conducting a Knights of Columbus “Keep Christ in Christmas Poster Contest”** is a fun and easy way to get young people in your community involved in their faith. It is fun to conduct because of the opportunity to witness the creativity and optimism of the young people in your community. It is easy because you can tap into existing structures like schools, CYO’s, Squires circles, etc., to do a lot of preliminary work. It can also provide excellent local, and potentially international, publicity for your council.
- ★ **The first step is to organize your contest.** The council’s youth activities director, in consultation with the grand knight, should select a team that will administer the contest. This team will be involved in all phases of the contest: organization, publicity, judging, prizes, etc. Columbian Squires circles should work with their sponsoring council in conducting the contest. The council should be “ready to go” right before the Christmas season, so that the participants can get to work. A suggested time frame would be for the students to complete work on their posters by December 15<sup>th</sup>, with judging at the local level completed by December 31<sup>st</sup>. District judging should be completed by January 15<sup>th</sup> with regional and state judging completed by January 31<sup>st</sup>. Entries for the international level of competition must be received at the Supreme Council office by February 15<sup>th</sup>. International winners will be announced in March.
- ★ **Once the team is in place,** the next step is to contact catholic schools and CCD classes in your community to publicize your contest. Solicit the support of the teachers and administrators; ask them to encourage their students to participate. Teachers, school administrators, priests, K of C officials and most importantly young people can serve as judges. Each entry should be the work of an individual student. Schools can use the contest as a project for art or religion classes.
- ★ **If there are multiple schools participating, consider conducting preliminary judging.** In this way, the people in the community that you ask to serve as judges, which should include young people, will not be overburdened with a volume of posters, and the judging process will proceed more quickly.

# a Poster Contest

★ **Display promotional materials prominently.** The posters included in the Poster Contest Kit should be displayed in any school from which students would participate, as well as youth centers, church halls, libraries, Boys & Girls Clubs, skating rinks, shopping centers, YMCA & YWCA buildings, and the council home. On the poster, indicate the name of the council contact person, email, address or telephone number to contact for additional information. Supplement these posters with newspaper ads, radio and TV spots and other publicity. Additional posters are available free of charge from the Supreme Council office.



# 5026

★ **Build public interest in the contest.** Outline the criteria for the contest to local newspapers and through radio announcements. Placing the promotional posters in prominent places around town will also accomplish this.

★ **Outline the criteria for your judges to use in rating the entries.** Outline the criteria for your judges to use in rating the entries. The goal of this program is to increase the awareness of young people's faith, while encouraging them to speak to other youngsters "in their own language" about the true meaning of Christmas. Meet with your judges in advance of the judging process so that all are "on the same page" regarding what to look for in a winning entry.

★ **Recognize everyone participating** by presenting the included participation certificates to all who submit entries and council champion certificates to your council's winners. Encourage each school to develop some type of recognition for the winning artists in that particular school.



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## ★ Suggested Timetable

**Local** — Councils should order their kits in September or October to be ready to present the contest by November. Posters should be completed by December 15, and the council judging should take place by December 31. Additional judging deadlines are as follows:

**District** — January 15<sup>th</sup>

**Regional** — January 31<sup>st</sup>

**State** — February 15<sup>th</sup>

**International** – State councils must submit their winning entries to the Supreme Council no later than February 28<sup>th</sup>. International winners will be announced approximately March 15<sup>th</sup>.

For More Information Contact the Department of Fraternal Services at (203)752-4016, e-mail [Jason.Porrello@kofc.org](mailto:Jason.Porrello@kofc.org) or write us at:

Department of Fraternal Services  
1 Columbus Plaza  
New Haven, CT 06510

# Rules & Regulations

## TOPICS/CATEGORIES

Each poster must reflect the **Keep Christ in Christmas** theme with a visual image. There is no limit to the number of posters each contestant may submit.

## ELIGIBILITY

The Knights of Columbus “Keep Christ in Christmas” Poster Contest is open to all young people between the ages of 5 and 14. Age eligibility is determined by the age of the contestant as of November 1.

## AGE GROUPS

Contest entrants compete in one of three age groups — ages 5 through 7, ages 8 through 10, and 11 through 14. Some schools may have different age brackets for their elementary and middle schools. In these cases it may be appropriate to group students by grade rather than age. Sponsoring councils should use their own judgment in deciding how to group participants. **Each local, district, regional or state competition may have up to 6 winning entries — a first and second place winner in each age group.**

## CONTEST LEVELS

The “Keep Christ in Christmas” Poster Contest can consist of up to five levels of competition: council, district, regional, state and international. Below is a description of each to help you understand the progression of the program.

**Council** — This is the first level of the competition. Council officials should order the program kit (item #CPC-Kit — call 203-752-4016 or visit [kofc.org/forms](http://kofc.org/forms) to order), advertise the contest and contact schools to participate. The winning posters from the council level competition are forwarded to either the district deputy or

state council personnel, depending on the circumstances in your area.

**District** — The district level of the contest occurs ONLY if more than one council in the district participates in the “Keep Christ in Christmas” Poster Contest. Check with your district deputy to see if this is the case in your area. The winning posters for this level of the contest are forwarded to state program personnel for either the regional or state competition. Check with your state poster contest chairman or youth director for the forwarding address and deadline for entries.

**Regional/State** — The regional level of competition usually only takes place in larger jurisdictions. In either case, schedule, judges and prizes are provided by the state council. Winning posters from the state level must be forwarded to the Supreme Council office by February 15th for consideration in the International Judging. Send State-winning posters to:

**Knights of Columbus Supreme Council  
Department of Fraternal Services  
C/O “Keep Christ in Christmas” Poster Contest  
1 Columbus Plaza  
New Haven, CT 06510-3326**

## AUTHORITY

The Knights of Columbus “Keep Christ in Christmas” Poster Contest will be under the authority of the state deputy and state youth director. Local competitions are under the authority of the grand knight, program director or council youth director. Any questions about this program should be directed to the appropriate local or state officials or to the Supreme Council Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510-3326. Telephone: (203)752-4571.

# Judging & Awards

## RULES

- Poster must reflect the theme of **Keep Christ in Christmas**.
- Each poster should be the original work (including concept, layout, slogan and any visual images) of a single person.
- Poster must be 11X17 inches in size. If pastels, chalk or charcoal are used the poster must be laminated or covered with clear plastic.
- Each poster must be submitted with a Knights of Columbus "Keep Christ in Christmas" Poster Contest entry form — **make sure your council number is included**. The name and age of the entrant should be printed on the reverse side of the poster in case the poster and entry form get separated.
- All entries become property of the Knights of Columbus Supreme Council. Posters will not be returned.

## JUDGING

Judging teams should be composed of students, Knights, teachers, administrators, council Chaplain, pastor, etc. A 100-point scoring system will be used to determine the winners.

### Slogan — 30 Points:

How clearly is the theme presented?

### Visuals — 30 Points:

How well do the visuals convey the message?

### Overall Impact — 40 points:

How effective was the poster in capturing your attention and causing you to reflect on the topic at hand?



## AWARDS

The following are **suggestions** for prizes to be awarded at the various levels of the Knights of Columbus "Keep Christ in Christmas" Poster Contest. Local councils, districts and state councils can design their own awards for the contest — scholarships, gift certificates, saving bonds, plaques or trophies would all be acceptable.

**Council** — \$25-\$50 for the first place entry in each age group (5-7, 8-10, 11-14)

**District** — \$25-\$50 for the first place entry in each age group

**State** — \$50-\$100 for the first place entry in each age group

**International** — \$250 is awarded to the first place entry for each age group.

Two runner-up prizes of \$100 each are also awarded for each group.

All international winners receive a framed certificate signed by the supreme knight as well as developmental credit if their designs are used in promotional posters or program literature.

# Publicity Tips

## SAMPLE PRESS RELEASE

Contact: *ADD NAME, EMAIL ADDRESS AND PHONE NUMBER OF THE LOCAL PUBLICITY COORDINATOR AND/OR THE GRAND KNIGHT*

For immediate release:  
(DATE), 2015

### **Local Knights of Columbus Ask Students to Show How to 'Keep Christ in Christmas'** *Youngsters will take part in K of C's international competition*

(CITY, STATE) — Knights of Columbus (COUNCIL NAME/NUMBER) is inviting (NAME OF TOWN OR AREA) boys and girls in (CITY/REGION) from ages 5 through 14 to participate in the organization's international "Keep Christ in Christmas" poster contest.

"By engaging the creative talents and imaginations of our young people, we hope they will come to a deeper understanding of the true, spiritual meaning of Christmas," said Council XXYY Grand Knight (ADD NAME OF GK).

The contest will be conducted locally with winning entries advancing to the district/region and then to state, national and international levels. The winning entries will serve as the basis for a series of new Christmas posters that encourage a deeper understanding of the holiday. Posters must be submitted to (ADDRESS, ETC.) by (DEADLINE DATE).

"The posters will be distributed in the countries where the Knights are active as part of our "Keep Christ in Christmas" campaign," said Grand Knight (NAME). "Creative credit will also be given to the winning artists."

The Knights of Columbus was founded in 1882 by Father Michael McGivney, a parish priest in New Haven, Conn. With charity as its central commitment, the organization has grown to 1.8 million members worldwide. Last year, the Knights donated more than \$170 million and more than 70.5 million hours of service to charitable causes.

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NOTE TO PUBLICITY COORDINATORS: Use this area to add any particular information that you might want to share with local media, including additional contact numbers, web addresses and dates and times that might be convenient or desirable for photographers.

## SEND TO:

- ★ Editor of area's weekly newspaper(s)
- ★ Editor of area's daily newspaper
- ★ News director of the local radio station(s)
- ★ News director of local cable station
- ★ "Bulletin board" or "Community Events" of local cable access
- ★ Any disseminator of local news that you are aware of (Web and blog sites, school district newsletter, parish bulletins)
- ★ Pastor for inclusion in Bulletin
- ★ Editor of Catholic diocesan paper

# Sample Publicity Letter

A local council's successful participation in the Knights of Columbus "Keep Christ in Christmas" Poster Contest will depend on the support it receives from local public, private and parochial schools and the community. Before promoting the program in a school, permission and support must be obtained from the board of education, headmaster or principal. Also, you will need to advertise your contest through local media sources. Shown below is the suggested wording for a letter promoting the Knights of Columbus "Keep Christ in Christmas" Poster Contest and a press release announcing the event. This letter and announcement should be followed by a phone call to answer questions and provide additional information.

## **Sample Promotion Letter** *(Reprint on council letterhead signed by the grand knight)*

Dear \_\_\_\_\_:

We would like to invite your school/organization to take part in the Knights of Columbus "Keep Christ in Christmas" poster contest for all boys and girls from ages 5 through 14. By engaging the talents of our young people, we hope they will come to a deeper understanding of the true meaning of Christmas, and that their artwork will bring others to remember Christ in Christmas.

The contest will be conducted locally with winning entries advancing through district/regional and state competitions to the international level. The winning entries will serve as the basis for a series of international "Keep Christ in Christmas" posters, with creative credit going to the artists.

The Knights of Columbus is one of the country's largest charitable organizations, with members donating more than \$170 million to charitable and benevolent causes and 70.5 million volunteer hours last year. Among the many public services Knights provide is their long-standing "Keep Christ in Christmas" program, which features faith-based local events and public service announcements.

Attached is a promotional poster and detailed information on the contest. A council representative will contact you in the next few days to discuss your school/organization's participation in the contest.

Thank you for your assistance.





# CONTEST KIT CONTENTS

- 75 — Participant Entry Forms/Judging Sheets, #5025
- 1 — “Keep Christ in Christmas” Poster Contest Report Form, #5023
- 3 — Council Winner Certificates, #5022
- 75 — Participation Certificates, #5028
- 1 — “Keep Christ in Christmas” Program Guide, #5024
- 5 — “Keep Christ in Christmas” Promotional Posters, #5026



**CLIP AND MAIL FORM TO SUPREME COUNCIL:**

*Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510-3326*

*Or visit [kofc.org/forms](http://kofc.org/forms) to order a kit online.*

**KNIGHTS OF COLUMBUS**  
**‘Keep Christ in Christmas’ Poster Contest**  
**KIT ORDER FORM**

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Name Title Council No.

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Street Address Phone Email

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City State/Province Zip/Postal Code