



Knights of Columbus  
**Keep Christ  
in Christmas**



**Poster Contest Guidebook**

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# Conducting a Poster Contest

## OVERVIEW

Conducting a Knights of Columbus Keep Christ in Christmas Poster Contest is a fun and easy way to put your faith into action and get youth in your community involved in their faith. It is fun to conduct because of the opportunity to witness the creativity and optimism of the youth in your community. It is easy because you can tap into existing structures like schools and do a lot of preliminary work. It can also provide excellent local, and potentially international, publicity for your council.

## ORGANIZATION

The first step is to organize your contest. The councils, 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. The council should be “ready to go” right before the Christmas season by ordering kits no later than October 31. A suggested time frame would be for the students to complete work on their posters by December 1, with judging at the local level in place by December 31. District judging should be completed by January 15 with regional and jurisdictional judging completed by January 31. Entries for the international level of competition must be received at the Supreme Council office by February 28. International winners will be announced in March.

## PUBLICITY

Once the team is in place, the next step is to contact Catholic schools, CCD classes and CYOs 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, sisters and Knights of Columbus officials may serve as judges. Try to include youth in the process of judging as well. 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 youth, will not be overburdened with the volume of posters, and the judging process will proceed more quickly.

## PROMOTE THE EVENT

Display promotional materials prominently. The posters included in the *Poster Contest Kit* should be displayed

prominently in the community. Provide contact information for a council member who is responsible for fielding inquiries about this contest. Supplement these posters with newspaper ads, radio and TV spots and other publicity. Additional posters are available free of charge through Supplies Online, the supply ordering portal available on Officers Online.

Build public interest in the contest. Get the word out about the contest in local newspapers, on the radio and by placing promotional posters in prominent places around town. Be sure to outline the criteria for judging and how to participate.

## CRITERIA FOR JUDGING

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 youth “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.

## RECOGNITION

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.

## SUGGESTED TIMETABLE

Talk to your jurisdictional youth director to coordinate the deadlines in your jurisdiction.

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 1, and the council judging should take place by December 31. Additional judging deadlines are as follows:

District — January 15

Regional — January 31

Jurisdictional — February 15

International — State councils must submit their winning entries to the Supreme Council no later than February 28. International winners will be announced approximately March 15.

# Rules & Regulations

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## 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 youth in grades Kindergarten through 8th.

## GRADE GROUPS

Contest entrants compete in one of the grade groups—Kindergarten, 1st through 2nd, 3rd through 4th, 5th through 6th, 7th through 8th. Each local, district, regional or jurisdictional competition may have up to 3 winning entries - a first, second, and third place winner in each grade category.

## CONTEST LEVELS

The Keep Christ in Christmas Poster Contest can consist of up to five levels of competition: council, district, regional, jurisdictional 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 CPC-Kit, advertise through local media and contact schools to recruit contestants. 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 jurisdictional competition. Check with your state poster contest chairman for the forwarding address and deadline for entries.

**Regional/Jurisdictional** — The regional level of competition usually only takes place in larger jurisdictions.

In either case, schedule, judges and prizes are determined by the state council. Winning posters from the jurisdiction level must be forwarded to the Supreme Council office by February 28 for consideration at the international level.

**Send jurisdiction-level winners' posters to:**

**Knights of Columbus**

**Fraternal Mission Department**

**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. Local competitions are under the authority of the grand knight or program director. Any questions about this program should be directed to the appropriate local or jurisdiction officials.

## 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 should be approximately 11x17 inches. **However, the Supreme Council will not disqualify based on poster 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 (#5025) — make sure your council number is included. The name and grade 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 office. Posters cannot be returned in most cases.

# Judging, Awards & Publicity

## 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 grade group (Kindergarten, 1st through 2nd, 3rd through 4th, 5th through 6th, 7th through 8th.)

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

Jurisdiction — \$50-100 for the first place entry in each grade group

International — \$250 is awarded to the first place entry for each grade group. Two runner-up prizes of \$100 each are also awarded for each group. The winners in each grade category will be used in Knights of Columbus Christmas Cards on our knightsgear website the following year.

## PUBLICITY

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 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 here is the suggested wording for a press release announcing the Knights of Columbus Keep Christ in Christmas Poster Contest and a letter promoting the event. This announcement and letter should be followed by a phone call to answer questions and provide additional information.

## Kit Contents:

***Participant Entry Forms/Judging Sheets, #5025***

***Council Winner Certificates, #5022***

***Participation Certificates, #5028***

***Keep Christ in Christmas Program Guide, #5024***

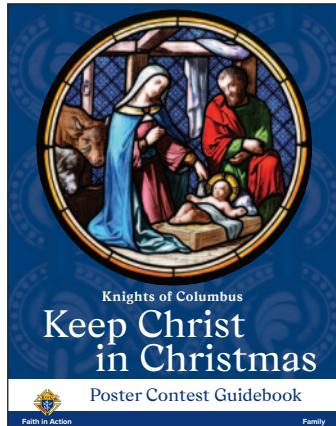
***Keep Christ in Christmas Promotional Posters, #5026***

Order the program kit through Supplies Online, the supply ordering portal available on Officers Online.

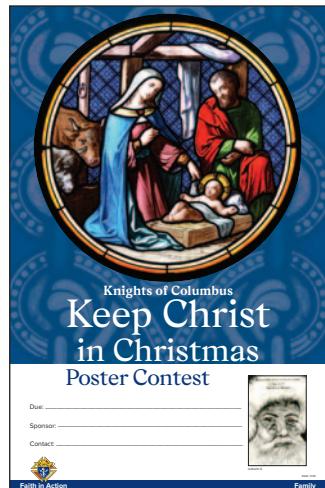
# Kit Contents

**These items can be ordered through Supplies Online, which can be accessed in the Officers Portal.**

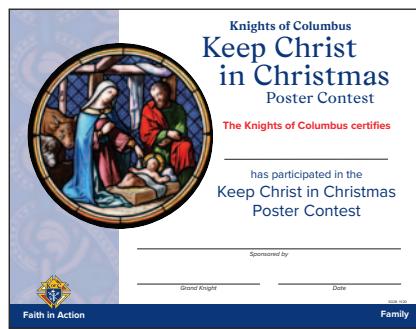
Keep Christ in Christmas Poster  
Contest Entry Form  
(#5025)



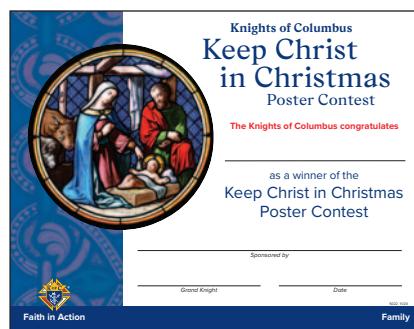
# Keep Christ in Christmas Poster Contest Guidebook (#5024)



## Keep Christ in Christmas Poster Contest Poster (#5026)



Keep Christ in Christmas Poster  
Contest Participant Certificate  
(#5028)



Keep Christ in Christmas Poster  
Contest Winner Certificate  
(#5022)

# Notes



**Knights of  
Columbus®**

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