

Massachusetts Elks Association, Inc.
Drug Awareness Program

ESSAY/POSTER CONTEST PROCEDURES ---- 2008-2009

These procedures are guidelines for Lodge and District Chairmen to follow and are not to be distributed to the schools.

This is a statewide program and **all Lodges are expected to participate**. The contests are not intended to take the place of existing or ongoing Lodge programs. Rather, they are to be an addition to and an enhancement for ongoing drug awareness activities. They will give those Lodges without an active program something to work with. This is an annual contest that has been growing and expanding each year. The contests have the potential to reach every school in the state. To reach the maximum number of kids with our "GET SMART --- DON'T START" message, all Lodges are requested to participate. Don't let your Lodge be the exception and disappoint kids in your area. Contact the schools in your community immediately.

GENERAL

1. Collect the essays and posters and record the number received. You will need this information later.
2. Gather the judging team. We suggest that you include as a member at least one person who is either an educator or a reporter for obvious reasons. Do not overlook your ladies auxiliary or the Emblem Club.
3. Judge the entries according to the guidelines outlined on the rules sheet. Taking into consideration originality, the theme, the message and how well it is expressed.
4. Save all entries until the contest is complete. They will make an excellent display in the schools, the town hall, shopping malls and the Lodge. Displaying them publicly will give recognition to your Lodge, to the school and to the kids who participated.
5. Forward your winning entries to the next level: Lodge to District and District to State ---- **by the published deadlines.**

LODGE CHAIRMEN

1. Contact your schools and DARE officers or Resource officers as soon as possible. Sell the program to them using the guidelines on the following pages. If you have a problem getting the program into the schools, contact your District or State chairman for assistance. This is the most important part of your program. The earlier your schools are contacted the better your chances of selling the program.
2. Choose a suitable forum for presenting the prizes to the winners. This could be at the school, the Lodge or town (city) hall. Get press coverage if possible.
3. Notify the District and State committee officers of the date and place of your award presentation. We will have someone there to assist you.
4. Please forward stories, photos and news clippings to your District and State Committee officers for possible inclusion in the Elks Magazine, the annual report and the state newspaper.
5. Keep accurate records regarding the number of entries, the number of Elks and ladies involved along with the hours that they worked. Also, keep a record of money you spend on the contests. Keep a separate record for your other Lodge drug awareness programs. Forward this information along with your winning entries to your District Chairman by **March 1, 2009**.

DISTRICT CHAIRMEN

1. Follow up with your Lodge chairmen and insure that they are working with the contests. Check their progress each month until you are sure that they have contacted their schools and are participating. This is important. If they are having difficulty getting into the schools, have them talk to the local DARE officer. If there is still a problem, work with them until the problem is solved. If you don't follow through chances are some Lodge chairmen won't either. Make sure that the winning entries and reports are received by the deadlines so that their winners are included in the district judging. **Give everyone who enters a chance to win.**
2. Assemble your judging team and select four winners from your District. Be sure you have qualified people on your team. Submit these winners to the State Drug Awareness Vice-Chairman [William Henderson, 36 Lupine Road, Andover, 01810; E-mail: bchenderson@comcast.net] by **no later than April 1, 2009**. Use the procedures in the general guidelines.

GUIDELINES FOR THE SCHOOL CONTACT

Please read very carefully. This is general information to be used in conjunction with your own local success stories for making a presentation for your school contacts. Practice your presentation until you feel comfortable with it. Your success or failure will depend on how well you present and sell the contests. It's easy. Just be yourself and use your own words and tell your story as if you are talking to a friend.

1. Contact the superintendent of schools and/or the principal. Be sure that whomever you talk with has the final authority for allowing the contests into the schools.
2. Use the two pocket portfolio with the rules of the contest to explain the program. Arrange the materials in the order that you want to present them. Be sure to leave your name and phone number along with other pertinent information that you feel will help your cause. Read the rules so that that will know exactly how the contest works and what the prizes are. Give him/her a copy. Show all the anti-drug literature that you have to offer. Read the name of each publication. Remind them that these publications were designed by experts in the field of drug education and should not be taken lightly. Many government agencies and drug education organizations have played an important part in the research and development of these materials. They took several years to develop and contain information and material that appeal to both students and parents. Millions of these are distributed throughout the United States each year. We have distributed more than seven hundred thousand of these in Massachusetts in a single year. According to the Elks youth activities reports the Elks spend more than one hundred and forty thousand dollars on drug education in Massachusetts each year. We know of no other organization similar to the Elks who spend this much money for drug education in this, our state. The Elks Drug Awareness Program has been recognized nationally by other anti-drug organizations as well as the U.S. Government. The Elks have been and will continue to be a source of information and a viable part of America's overall fight against drug abuse. This would be a good place to interject clippings and stories of your own Lodge activities.
3. After you have made your presentation and have read the rules of the contest and the prizes offered, ask permission to visit the English and Art teachers in their schools and deliver the materials for the contest to them. Review the program with these teachers and make sure they understand the rules. Answer any questions they might have and be as helpful as possible. The material you have to offer will help them to decide to use the contests in their classrooms. Their help will make the difference in the number of entries that you will receive. Be sure to leave your name, address and phone number so that they can contact you should any questions arise.

GUIDELINES FOR DARE OR RESOURCE OFFICER CONTACT

1. Your local DARE or Resource Officer can be a great help in getting the contest into the schools. If you are having difficulty with your contacts or English and Art teachers, he can help you. He is already in the schools and in most instances very well liked. If he recommends the contest then the school will probably go along with him, or he can use them within his program without asking. He is a very important contact for you. Always call on him. We have had a very productive association with DARE since the contests began twenty-one years ago. Also most schools have a Resource Officer, they also can be of great help.
2. Use the same approach that you used for the school contacts. The more information and materials you can give to him the better the chances are to win him over to your side with maximum cooperation. Although most DARE officers are aware of our past cooperation and have helped with the contests, your diplomacy, tact and how well you present the program will determine the results of you contact. Review the complete program with him and answer all of his questions. Make sure that he understands the entire program and that our contest and materials enhance and add to his program. He has a limited budget and all additions count. If you help him than he will most likely help you.
3. If a problem does arise, contact your District or State committee chairmen immediately. They will help you.

These are meant to be guidelines and many of you will have other ways to get the job done. The end result speaks for itself. Thank you all for your efforts