

4-H Promotional Package

Date: _____

Member Name: _____ Age: _____ Junior/Int (8-13) Senior (14-18)

Member Name: _____ Age: _____ Junior/Int (8-13) Senior (14-18)

County: _____ Title: _____



Performance	1 point	2 points	3 points	4 points	POINTS
Message	The main message is not clear.	The message is somewhat clear.	The message can be clearly distinguished.	The message is clear, understandable and appropriate for the target audience. Outstanding.	
Methods	Methods of promotion not suitable for message.	Methods of promotion adequate to promote message.	Methods of promotion good for promoting message.	All methods used in promotional campaign are excellent for promoting message to intended audience.	
Promotional Materials	Not organized, poorly written and/or not visually pleasing.	Somewhat organized, used adequate writing and visual appeal.	Mostly organized, good writing and visually appealing.	Thoughts well organized, well written and/or very pleasing visually.	
Originality	Not original or creative.	Somewhat creative.	Used creativity and originality well.	Excellent use of creativity and originality.	
Concept	Concept of promotional package not clear.	Concept of promotional package adequate.	Concept of promotional package well developed.	Concept of promotional package outstanding to convey message and reach intended audience.	
Copyright	Copyright rules not followed.	Some copyright rules followed.	Credit given appropriately and appears that copyright rules were followed.	Copyright rules were clearly followed, work was original or if open source, was attributed properly.	
Presentation	Presentation of promotional package/items/campaign is unorganized.	Presentation of promotional package/items/campaign follows a logical progression.	Presentation of promotional package/items/campaign shows skill and creativity in organization.	Presentation of promotional package/items/campaign shows a strong structure that enhances effect of the presentation.	
Voice, Manner and Appearance	Volume, enunciation, appearance, body language or gestures need improvement.	Volume, enunciation and appearance and mannerisms are appropriate.	Volume, enunciation, appearance and mannerisms are presented with business-like conduct and style.	Volume, enunciation, appearance and mannerisms are presented with professional demeanor and personal style.	

Ribbon Placings: BLUE 32-27 points RED 26-21 points WHITE 20 points and below

Presentation Time _____

TOTAL POINTS _____