



2011 Fall



Membership Recruitment Video Contest

Create a membership recruitment video that your chapter can use to promote FCCLA and your Family and Consumer Sciences program. Choose a theme of your own, or use the 2011 National Cluster Meeting and 2012 FCCLA Week Theme of “Raising the Bar.”

Be creative! Your video can be live-action, animation, Claymation, still photography, or any combination, and can include text, graphics, and voice, sounds, and music. But, it can't contain copyrighted music used without written permission! (Documented royalty-free music or original music is encouraged, but needs to be documented). Don't forget to license your own work! Visit www.creativecommons.org for more information on licensing.

Rules

- This is an individual contest for nationally affiliated FCCLA student members.
- Contest participants may submit one (1) recruitment video for the contest.
- Multiple members from the same chapter may enter this contest.
- Must follow the FCCLA emblem guidelines (please refer to the *FCCLA Tagline & Logo Usage Guide*).
- No previous duplication of past videos is allowed.
- Videos must be submitted by October 30, 2011 digitally using the below method or will be disqualified prior to voting.

Submission Method

- All video entries should be mailed, as a digital file in any standard video format to the address below.

Please include the following information:

- Student's Name
- Student's Email
- School Address/City/State/Zip Code
- School Phone
- Adviser
- Adviser's Email
- Signed Consent & Release Agreement (indicate whether it is attached, faxed, or mailed).
- A signed copy of the Consent and Release Agreement must be submitted with each entry. This may be emailed to competitiveevents@fclclainc.org, faxed to (703) 860-2713, or mailed to the following address:

FCCLA
Attn: Program Coordinator
1910 Association Drive
Reston, VA 20191

Criteria

- Entry forms must include the unique URL to the video on the website of the participant's choice.
- Your video should be at least one (1) minute long, but no longer than three (3) minutes.
- Post your video on your school's Family and Consumer Sciences website, FCCLA chapter website, or chapter wiki or blog.
- Video can either be embedded or a link to the video must be provided.
- Video must incorporate **creative and original** ideas related to Membership Recruitment.
- Students must refrain from using their name(s) and/or other identifying information in their video.
- Students may use a variety of media. Keep in mind that the winning video may be reproduced, so the artwork must be submitted in a high resolution file.
- Students must focus the video on what FCCLA is all about and what the organization means to them.

Contest Voting

- All top entries will be selected by a panel and then displayed on the FCCLA national website. Members will choose the contest winner by casting votes on the national website at www.fcclainc.org.
- Voting dates will be December 15-January 31, 2012.

Recognition

- The winner will be recognized on the FCCLA national website.
- The winner will receive one (1) 2012 National Leadership Conference Weekly Registration.
- The winner will have the opportunity to submit a workshop proposal form for the 2012 National Leadership Conference or the 2012 National Cluster Meetings.
- The winner will receive a Flip Video Camera.