

Youth Drawing Contest

Veterans Day is a great time of the year to celebrate our Veterans and America so I wanted to provide this opportunity to give everyone an idea that would not only celebrate this great day but also bring recognition to your post and awareness to the American Legion. I can't take credit for the idea this event was done last year by the Kaufman American Legion Post 165. What's even better is that this won't cost the post any money.

The idea is to have a youth drawing contest that would celebrate America or Veterans. The theme could be "What America means to me" or "What Veterans Day means to me" or maybe another theme that makes sense for the day.

Below is step by step instructions to assist you in conducting the contest.

- 1.** First establish a committee of 3 to 5 people to not only plan the event but you will need to have members to coordinate with local businesses to display the art, you will also need the committee to grade the art and determine winners. You will need to decide what grade levels you want to include in the contest. You can include the Auxiliary, Son's and Riders in your committee and truly make it a family affair.
- 2.** Once the Committee is established then you need to come up with grading criteria. Does the drawing relate to the theme, is it creative, does the quality of the Art and design stand out? The students will want to put their name and the name of their homeroom teacher on the drawing. These are all considerations the committee will need to consider when determining the winner.
- 3.** The committee will need to contact Walmart and other local store's or fast food establishments for Gift cards. You could do a First, Second or Third place prize. Maybe Walmart could donate a \$50, \$25 and a \$15 gift cards for the winners or maybe you provide 6 \$20 gift cards if you are in a bigger city. If you work with your local fast food establishments, you may be able to offer additional prizes. Most businesses are willing to donate gift cards and these can be additional prizes.
- 4.** Your committee needs to begin to talk to your local schools. By now you should have established which grade level will be participating. You will need to create a flyer and get that to the principals, art teachers and PTO's.
- 5.** Once the schools are on-board with the idea then you need to talk to local businesses. You will want to see if they allow the art to be displayed in their business. This will allow the students to have their art displayed throughout the community. It will also bring recognition to your post. Create a hashtag and have the child and their families take selfies and post it to social media.

6. By now you should have gotten the gift cards and the schools onboard so now you need to promote it on social media and the local newspaper. Reach out to your paper and have an article written. Post the information to Social Media.

7. You will need to set the deadline a week or two in advance of the holiday. That will give you time to review the drawings and get them posted throughout the community. November 1st is a good date to use.

8. Prior to Veterans Day let the child and their families know they are the winners. Then on Veterans Day bring the children and their families together for portraits and present the gift cards to the winners. Have the local paper in attendance and be sure to get pictures out to social media and the Legion Times.

I hope this has given you an idea. If you choose to participate in an event like this please follow up and let me know.