



Florida Master Gardener Awards of Excellence Newsletter

This award category recognizes Master Gardener(s) who have created print or electronic newsletters.

See the Award of Excellence Instructions for submission rules. Submit two issues either as an electronic copy or link. Submitted issues must be published between July 2013 and July 2015. For this award application, cover the following in your 3-page narrative.

- Summary (5 points)
 - A descriptive summary of your project. Your application will NOT be judged without this summary included.
 - Provide a list of all Master Gardeners who participated in this project and their roles.
- Scope of Project (20 points)
 - Explain the purpose of the newsletter. Who were the target audiences who might benefit from this project? List community partners if applicable. Provide the budget for the project. Indicate the number of newsletters distributed and how often.
- Accuracy and Clarity (20 points)
 - Project is clear and accurate and citations provided. Copyright provided for pictures in the project.
- Educational Value (20 points)
 - How was the educational message used in the horticulture program? How many times was the educational message used (examples: copies distributed, website page views)?
- Format, Logos, and Branding (20 points)
 - Is the graphic design well thought out and have an original design and theme? Identity standards for UF/IFAS, Florida Master Gardener Program, and county extension programs are followed appropriately.
- Outcome (10 points)
 - How many people participated in the project and what were their duties? Describe the publicity received. How was the project distributed? What was the potential impact on the community or audience? How did you evaluate this program?
- Learnings (5 points)
 - Describe any challenges you encountered or things you might change if you were to do the project again.