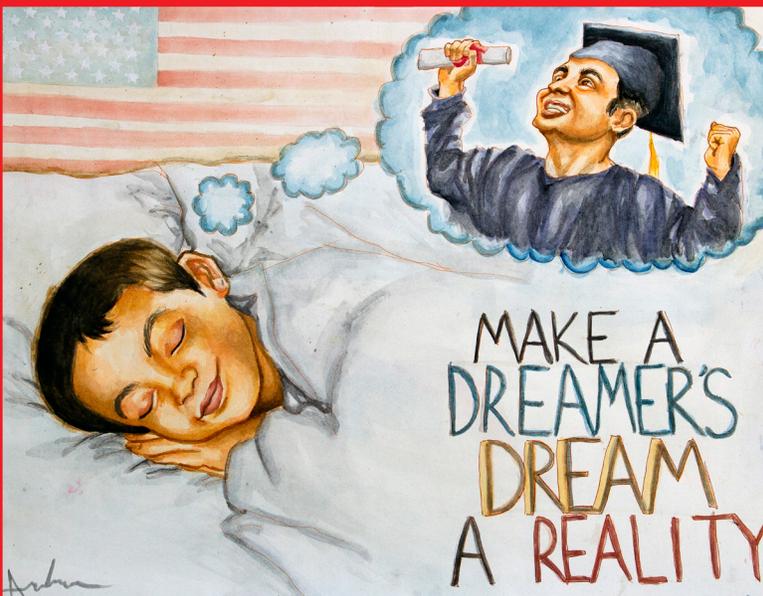
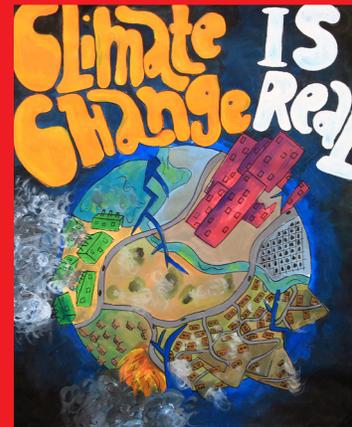
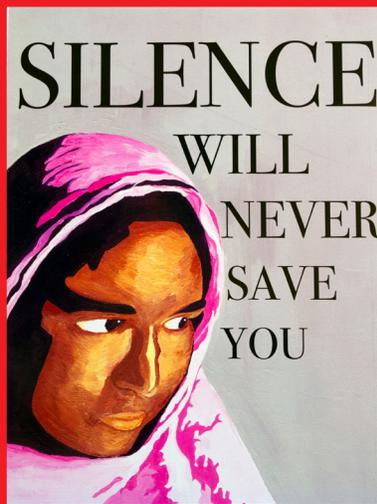


# GUIDEBOOK TO DEVELOP

# YOUTH POSTER CONTEST

Empowering Youth To Change Our World



# YOUTH POSTER CONTEST

## GUIDEBOOK

## FROM THE PRODUCER

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In 2017, to help celebrate the 50th anniversary of the Summer of Love, we developed an unprecedented poster contest to allow the youth of Marin County, California to stand up and speak out about issues that were important to them. This free contest was open to all middle and high school students, both public and private, in the County.

Notably, this is not an art contest; it is a messaging contest. Posters are judged on the impact of the student's message and how they utilize creativity, expressive language, and original art to communicate that message.

The response was overwhelming. We received posters on women's rights, climate change, firearms regulation, discrimination, bullying, gender, sexual and race equality, immigration, the pressure put on students to excel, and other vital topics.

Our 2018 and 2019 poster submissions grew exponentially. We had hit a nerve. Our team had provided a very public and meaningful platform for the youth of our County to be heard. And they wanted to be heard!

To support the Youth Poster Contest, both financially and operationally, we built a multifaceted, cross-sector partnership, led by the Marin County Office of Education. This unprecedented partnership included for-profit and nonprofit organizations, government officials, regional foundations, arts organizations, our nationally-recognized County Fair, major media outlets, and many volunteers and supportive individuals - a simply amazing team.

As we headed into 2020, everyone signed up again to make this year our most successful contest to date. However, as we all know, the coronavirus struck, and in the spring, all Marin schools were closed. We made the most difficult decision to cancel the 2020 Youth Poster Contest.

As we look forward to the 2021 Youth Poster Contest, it seemed that this highly successful contest should not be limited to Marin County, California. Consequently, we are providing this step-by-step guidebook free-of-charge so that any school district, service club, for-profit or nonprofit organization, or motivated individuals could utilize this template and develop a contest in your community. Given the significant health, economic, and social issues of 2020, the timing is ripe for students in your community to stand up and speak out.

Bruce W. Burtch  
Producer, pro bono

### Use of Name and URL

The URL's [youthpostercontest.org](http://youthpostercontest.org) and [youthpostercontest.com](http://youthpostercontest.com) and related website are owned and maintained by the Youth Poster Contest and its Producer. For your community's poster contest, you may wish to use a variation of this effective name. For example, [youthpostercontest/Toledo.org](http://youthpostercontest/Toledo.org). Neither the Youth Poster Contest nor its Producer claim ownership rights to the name Youth Poster Contest.

### [youthpostercontest.org](http://youthpostercontest.org)

Please visit our website: [www.youthpostercontest.org](http://www.youthpostercontest.org) for further information about our contest and galleries of winning posters from the years 2017 through 2019.

## OFFERED WITH OUR COMPLIMENTS

Everything presented in this guidebook is offered free of charge. We desire to provide a comprehensive template for you to design a Youth Poster Contest in your community. You will find here everything you need, and then some.

We do ask that you acknowledge that the Youth Poster Contest began in Marin County in 2017 and was conceived and produced pro bono.

By your use of any material from this guidebook, Bruce Burtch, our partners, participating students, and all involved in the Youth Poster Contest in Marin County, California, are released of any liability that may arise from your development of a Youth Poster Contest in your community.

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## SPECIAL THANKS

A sincere thank you to the following:

Guidebook Design: Phaedra Strecher,  
Phaedra Strecher Graphic Design

Content Development: Bruce Burtch

Photography: Bruce Burtch, Alejandra Tomayo and  
Juliette Mroczkowski

*“After reviewing the poster contest plans and guidelines for Youth Empowerment, I enthusiastically endorse this project, in order to provide an opportunity for students to express themselves through an integrated arts project. The theme can be embedded in any subject area and gives students a voice in matters that impact them and their future.”*

—Eileen Smith,  
Director of Curriculum and  
Instruction, Marin County  
Office of Education



Should you have questions or desire further information please contact: [bruce@youthpostercontest.org](mailto:bruce@youthpostercontest.org)

# YOUTH POSTER CONTEST

2017 - ages 15-18

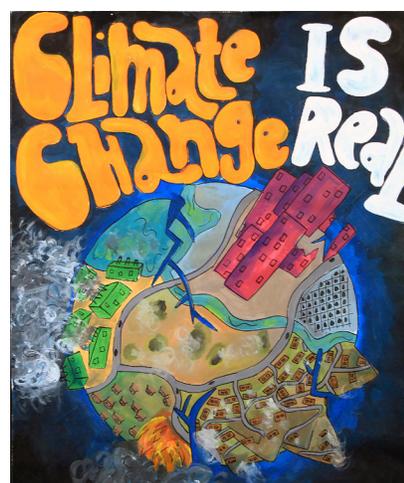
**FIRST PLACE** 15-18  
Rachel Shindelus  
*Summer of Love*



**SECOND PLACE** 15-18  
Haley Bjursten  
*Our Time*



**THIRD PLACE** 15-18  
Marta Tobar  
*Immigration - Freedom*



**HONORABLE MENTION** 15-18  
Kelly Abey  
*Climate Change is Real*



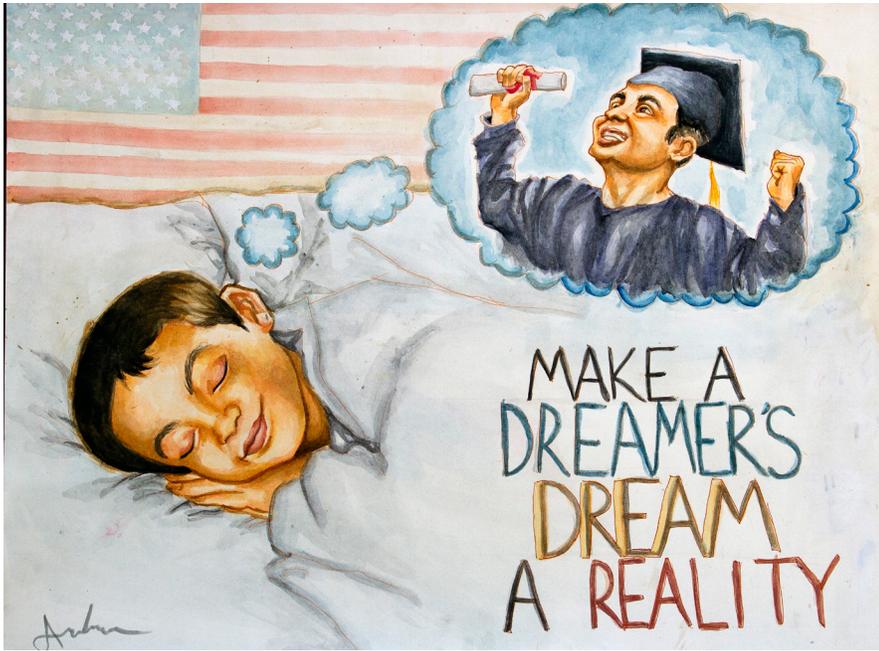
**HONORABLE MENTION** 15-18  
Joelle Boatwright  
*Everyone Deserves Love*

## Samples of Posters

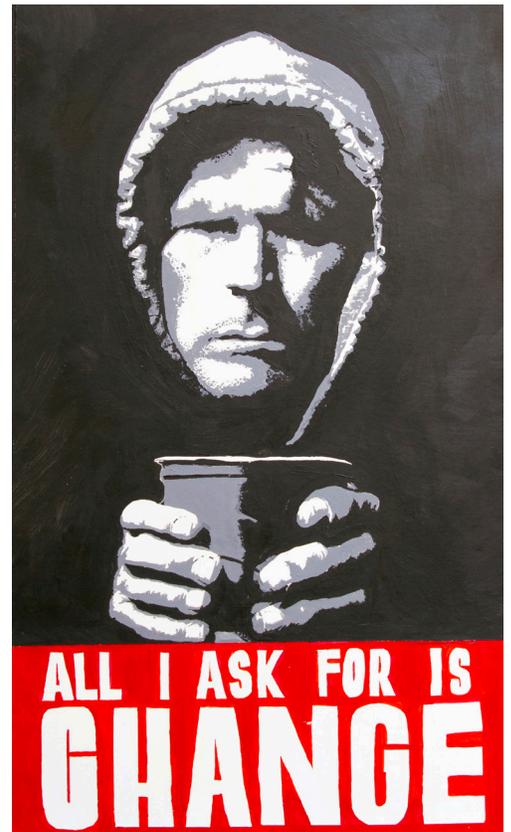
*"I feel that the contest is important for Marin youth because it provides us with a chance to be heard in a nontypical way. Because we are teens, it's not always easy to be taken seriously about what we believe; the contest lets us be artistic while also proving our beliefs are important."*

—Dylan Gibson,  
Miller Creek Middle School

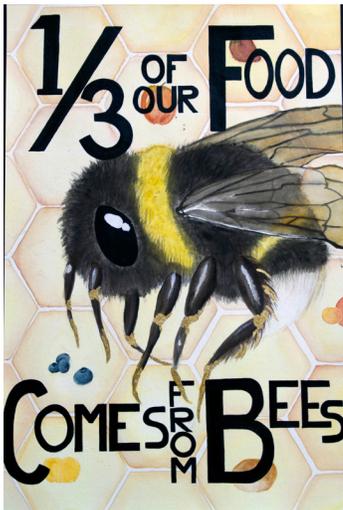
# 2018 - ages 15-18



**FIRST PLACE** 15-18  
Andrea Flores Miranda, *My American Dream*



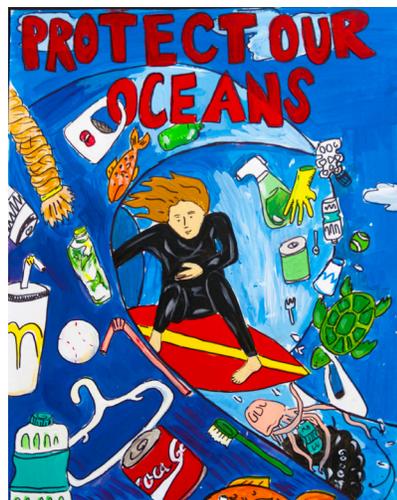
**PRODUCER'S AWARD**  
Kalyndawes  
*Change or Change*



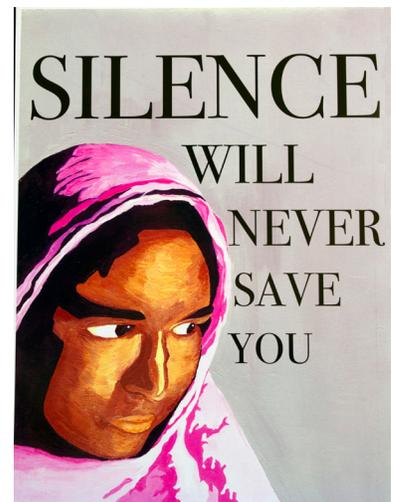
**SECOND PLACE** 15-18  
Lily Miller  
*Save our Bees*



**THIRD PLACE** 15-18  
Cindy Tran  
*Plastic isn't Fantastic*



**HONORABLE MENTION** 15-18  
Lauren Pyfer  
*Protect our Oceans*



**HONORABLE MENTION** 15-18  
Kaya Dierks  
*Silence Will Never Save You*

**2019 - ages 15-18**



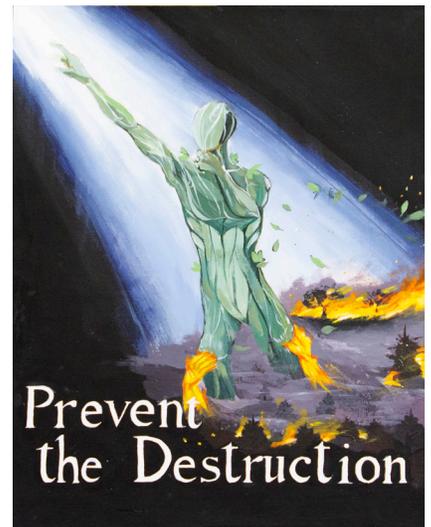
**FIRST PLACE** 15-18

Tika Win  
*Love is Love*



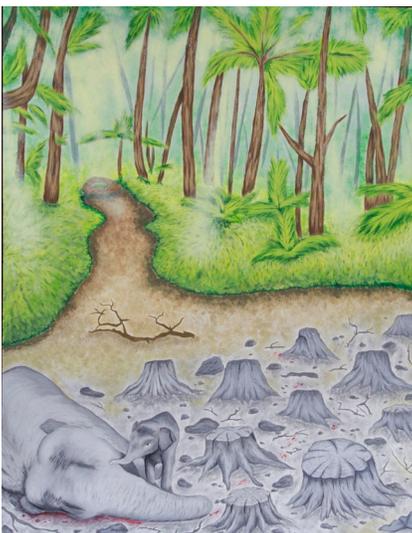
**PRODUCER'S AWARD**

Andrea Flores, *The Last Straw*



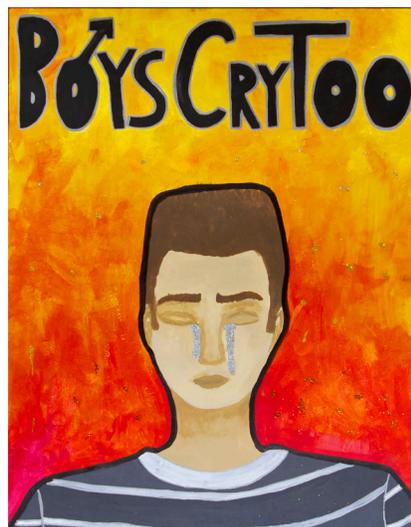
**SECOND PLACE** 15-18

Maria Villar  
*Take Action on Wildfires*



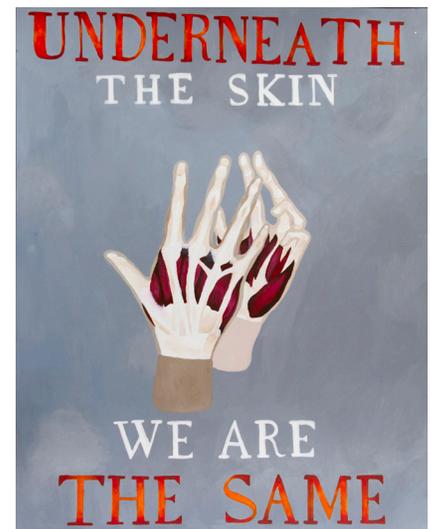
**THIRD PLACE** 15-18

Amelie Benicia  
*Land of the Dead*



**HONORABLE MENTION** 15-18

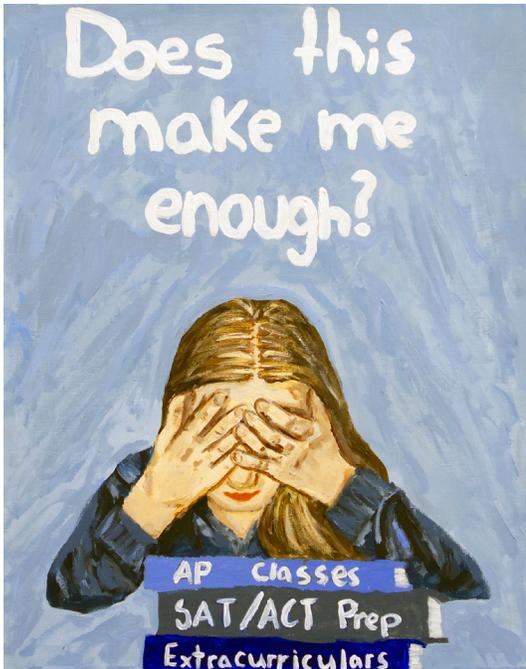
River Evison-Behrman  
*Boys Cry Too*



**HONORABLE MENTION** 15-18

Lily Gates  
*Bloodbrothers*

# 2019 - ages 12-14



## FIRST PLACE 12-14

Samantha Elegant  
*Does This Make Me Enough?*



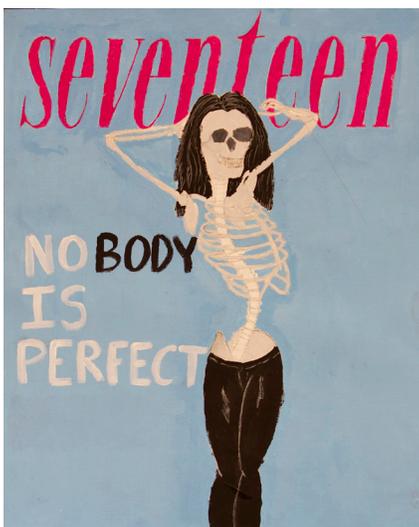
## SECOND PLACE 12-14

Amanda Koepple  
*The Earth in Plastic*



## THIRD PLACE 12-14

Eva-Laborde-Turner  
*Middle School Stress*



## HONORABLE MENTION 12-14

Avery Agüero  
*Everybody is Enough*



## HONORABLE MENTION 12-14

Josie Calder  
*Bloodbrothers*

*"I think the contest is important because it gives a population (youth) that doesn't often have the chance, a place to share their opinions, ideas, and concerns to those that might not otherwise hear/see them. And it's a great opportunity for young artists to show their amazing skills in conveying those ideas through their art. Thank you so much for the opportunity. It meant a lot to me to have that chance. I never expected to win, I was more just grateful for the experience!"*

—Finn Hummel  
Marin Primary and  
Middle School

## MASTER SCHEDULE FOR SETTING UP AND OPERATING A YOUTH POSTER CONTEST

<b>Jan- Mar</b>	If you are not currently a nonprofit, establish a nonprofit as a project under an accredited fiscal sponsor.
<b>Jan – Mar</b>	Develop the contest management team, contest program, preliminary budget, and design of introductory materials.
<b>Apr – May</b>	Make personal contact with Superintendent of County schools and/or Director of Curriculum to propose Youth Poster Contest in all middle and high schools. Establish County Office of Education as a primary partner with members of the administration as active supporters.
<b>Jun – Jul</b>	Develop partners prospect list from for-profits, nonprofits, foundations, education, media, elected officials, and key community individuals.
<b>Jun – Jul</b>	Develop contest budget, using sample budget included.
<b>Jun – Jul</b>	Design and produce partner presentation letter/materials, to include details of the contest, funding levels, what they receive in return for their donations, etc. Focus on benefits contest will provide a partner.
<b>Aug – Oct</b>	Schedule in-person presentations to prospective partners. DO NOT send unsolicited proposals. Attract at least one, or preferably two partners, from each category. Seek partners that can offer specific benefits, such as cash, marketing support, in-store/branch signage, printing, donated food and beverages for your Awards Ceremony, and more.
<b>Aug – Oct</b>	Design contest logo. Secure website URL, design preliminary website and social media platforms (Instagram, Facebook, etc.)
<b>Oct – Nov</b>	Establish contest deadline. Suggested deadline is end of business day on the first Friday of May.
<b>Oct – Nov</b>	Finalize partners. Best to have all cash funding in your account by December 1.
<b>Oct – Nov</b>	Working with County Office of Education, develop a comprehensive email contact list of all district superintendents, assistant superintendents, middle and high school principals, and art teachers. Develop/finalize contact email list to local and regional media outlets. Develop a contact email list to local and regional nonprofits who might help support and publicize your Youth Poster Contest.
<b>Oct - Dec</b>	Complete graphic design and production of promotional materials, including contest description, prizes (cash, art supply certificates, art class scholarships) for both middle and high schools, rules, deadlines, press releases, public service announcements, posters, postcards, flyers, window displays, etc. Important to prominently display all partners with their logos on promotional materials, website, and social media. Everything must be ready for the January launch.
<b>Oct – Dec</b>	Determine prizes to be awarded. It is suggested that you have one Grand Prize for the entire contest selected from all submissions, which we named the “Producer’s Award” in the Marin County contest. Five top prizes should be awarded in each of the two categories of middle and high school: first place, second place, third place, and two honorable mentions. If you have a large submission of posters, then it is recommended to also have five finalists, in each category. A total of 21 prizes for the contest.
<b>Nov - Dec</b>	Finalize contest launch timing and methodology. Release public service announcements to local and regional TV and radio stations (requires 4-8-week lead time.) Email all school contacts confirming the details and beginning of the contest upon school re-opening in January. Promote website for further information, with email and/or phone number to contest administrators. It is very important to instruct teachers/students that all posters submitted for the contest are required to have an entry form on the back of the poster, which must include the name of the student, name of their poster, age, their school, phone, email contact of the students and, very importantly, email and phone number of a parent or guardian.

<b>Jan</b>	Officially launch Youth Poster Contest as soon as school reopens. Email press release out to local and regional media. Place details on social media and contest website. Email launch details to all partners, related nonprofits, government officials, and other interested parties. Promote poster drop-off location. Best if the drop-off is a downtown art store (preferably a contest partner) or similar retail establishment with high visibility and easy delivery access.
<b>Jan - Aug</b>	Continually update contest website with quotes, copies of press releases, photos from special events, new prizes - anything and everything that will keep the website fresh throughout the contest.
<b>Feb - Apr</b>	Provide a continuum of press releases and other communications to schools, partners, media, and others to stimulate participation by students in the Youth Poster Contest. Where possible, make presentations to local service clubs and appropriate nonprofits to stimulate community involvement.
<b>Feb - Apr</b>	Provide free workshops (one-two hours) in Title I schools and other locations to bring the contest to underserved students/communities. Provide free art instructors (not from the school), art supplies for workshops, and take-home bags of free art supplies for participating students. This is a huge hit with these students. To show your appreciation, offer a modest stipend (\$100-\$125) for each guest instructor. See page 22 for more details on these workshops.
<b>Apr</b>	Identify who you wish to be your contest judges. Suggest you use three or four instructors from the Title I workshop program, well-known local artists, members of The Rock Poster Society, etc.
<b>Apr</b>	Develop location and all logistics for Awards Ceremony, to include prizes, governmental certificates of appreciation, MC, band/entertainment, sound system, food and beverages, seating, etc. Provide advance notice of Awards Ceremony date, location and timing to all partners, media, local dignitaries, school officials, and others who have been supportive of the contest.
<b>May</b>	Recommend that the first round of judging to select the top 100 posters is held on first Saturday of May, for approximately four hours, depending on the number of entries. Hold the final round of judging on Sunday, also approximately four hours. Provide an appreciation dinner for all judges following the final judging, hosted by the contest.
<b>May</b>	No later than Monday, following Sunday's final judging, contact all poster contest winners and families, offering only that they have been named a finalist in the Youth Poster Contest. Provide the time and location of the Awards Ceremony, and strongly encourage the students and their family to attend. Do not mention what prize they have been awarded.
<b>May</b>	Monday morning following the judging, photograph all winning posters, matching name, age, school, and other information with the poster. You will need this for press announcements of winners and your website.
<b>May</b>	Hold Awards Ceremony. Suggested time is 7 - 9 PM on Friday following final judging the previous Sunday.
<b>May</b>	Monday morning following the Awards Ceremony, send press release with winners' names, schools, and prizes to all media contacts, partners, school officials, and others. Attach a sampling of photos of the top award winners in each school category.
<b>May</b>	Send personal letters to all partners, school officials, and other key supporters thanking them for their strong support of this year's Youth Poster Contest, and that you are looking forward to working together again next year.
<b>May</b>	Update website with all winning posters, with detailed information, photos from the Awards Ceremony, quotes from students, parents, teachers, elected officials, and partners.
<b>Mid-May - Next Apr</b>	Option: Take winners of the poster contest on a multicity/multi-location tour. This tour provides exceptional publicity opportunities for your contest and extensive exposure of the students' artwork to different audiences.

# YOUTH POSTER CONTEST

*“The Youth Poster Contest has given me a platform where I can raise consciousness of a current day issue that’s important to me. It helped me realize I have a voice and I can express it through my art. It shows the perspective today’s youth have on these issues so they can take action and better our future.”*

—Andrea Flores Miranda,  
Sir Francis Drake High School



## SETTING UP A NONPROFIT FISCAL SPONSOR

Unless your organization is already a nonprofit, it is strongly recommended that you establish your Youth Poster Contest as a nonprofit organization. One easy and affordable way to do this is to become a project under a fiscal sponsor organization.

Before beginning the 2017 Youth Poster Contest, we established a relationship with MarinLink ([www.marinlink.org](http://www.marinlink.org)), which serves as an incubator and fiscal sponsor for community-based projects inspired by social entrepreneurs. Several benefits are accrued with such a fiscal sponsorship relationship: you are provided 501(c)(3) status, liability insurance, managerial support, bill paying and accounting, assistance with funding sources, educational programs, and other essential services that can significantly reduce your costs, workload, and paperwork.

In nearly all cases, when working with a fiscal sponsor, you will not need to establish a separate bank account.

### Fiscal Sponsorship Fees

Projects under a fiscal sponsor are charged an administration fee, usually in the range of 8% to 15% on all charitable donations and grants provided to your project. Fees are proportionate to the size and complexity of your project or service, and insurance requirements.

Fiscally sponsored projects are required to maintain a minimum balance of funds or will be charged an annual service fee, if funds in your account fall below a certain amount. This amount tends to be modest, in the \$400-\$500 per year minimum balance.

### National Fiscal Sponsor Directory

A fiscal sponsor can be found in nearly every major community in the United States. The most comprehensive listing and supportive information can be found at: [www.fiscalsponsordirectory.org](http://www.fiscalsponsordirectory.org).

## YOUTH POSTER CONTEST PARTNER PROGRAM

For many good reasons, not the least of which is to provide sufficient funding, you will need to develop a Partner Program. You should call this a “Partner” Program, rather than a sponsorship program. The word “sponsorship” has a cold ring to it and communicates that you are only interested in their money, while the word “partner” has a much different meaning. A partner is one who is joining with you and bringing much more to the table than just their financial contributions. A well-developed Partner Program can also significantly reduce your funding requirements by eliminating expenses from your budget. Partners are an essential part of your Youth Poster Contest.

### For example, a Partner can provide:

1. A retail or branch location where you can post your promotional materials. In addition to hanging posters, they might put a promotional postcard into each of their take-out shopping bags, where appropriate.
2. Employees who can volunteer to support your Youth Poster Contest by providing logistical support, in-store communications, and other services.
3. Media contacts, especially where that company spends advertising dollars.
4. Promotion of the contest through their company newsletters, email blasts, social media, and website.
5. Use of their in-house printing/copying capabilities or a relationship with a commercial printer, which, by their introduction, would offer you a significant discount.
6. Prizes!
7. In-kind donations, such as food and beverages for the Awards Ceremony, and volunteer servers.
8. And, of course, funding.
9. Other benefits can be explored with your partners.

**Remember: a successful Partner Program is built on the concept of win-win. In other words, what can your Youth Poster Contest do with all of your influence to support your partners, and what can your partners do with all of their influence to support your contest.**

### For example, your Youth Poster Contest can provide:

1. Outstanding community awareness and goodwill for your partner by their involvement in supporting your community's youth.
2. Partners logo and short company description on all marketing materials, including your website and social media.
3. Signage at special events and the Awards Ceremony
4. Meaningful engagement for their employees in doing good.
5. Beneficial media coverage.
6. Increase sales of partner's products or services, especially by driving customers to their locations when such locations are used for any function of the contest.
7. Increase customer and brand loyalty.
8. Attracting new employees to your partners by showing how their organization cares about their community.
9. Creating goodwill with the parents, relatives, and friends of students submitting posters in the contest.
10. Other benefits that the Youth Poster Contest can provide.

### Your Ideal Partner Program

The most successful partnerships are comprised of organizations from many different sectors: nonprofit, for-profit, government, education, media, and community leaders. Ideally, you will have at least one or preferably two partners from each of these different sectors. Each type of partner brings their unique benefits and organizational capabilities to your Youth Poster Contest.

For the Marin County Youth Poster Contest, our partners included:

**Marin County Office of Education:** Encompassing 19 different school districts, the Marin County Office of Education encourages improvement in the human condition and embraces diversity.

**RileyStreet Art Supply:** The area's premier resource for art supplies, art classes, and free weekly art demonstrations.

*Continued on next page.*

***“I would like to commend the Youth Poster Contest for your outreach to our youth. I feel deeply we need to empower our children to know they have a voice and to get them to engage and that no matter the hard and painful knocks some have endured need not define them. They are not only the future (our future) but our hope.”***

—Edward S. Berberian,  
Marin County District  
Attorney

***“Without even knowing how important this contest was to them, it may contribute to their confidence in whatever they do. It’s like the old movie “It’s a Wonderful Life.” We don’t always see the impact we have on others.”***

—Meredith Griffin,  
Former Publisher  
*Marin Arts & Culture  
Magazine*

**Bank of Marin:** With 20 branches serving the Bay Area, Bank of Marin provides insight, guidance support, and legendary service for your banking needs.

**Marin County Foundation:** Encourages and applies philanthropic contributions to promote a humane and democratic society, and to enhance the community’s quality of life.

**Good Earth Natural Foods:** Marin County’s independent organic and natural foods grocer since 1969.

**The Rock Poster Society:** The world’s largest organized group of rock poster collectors, artists, and dealers, who have as their common bond an overwriting joy in the art of the rock poster.

**Haight Street Art Center:** Promotes advancement in poster art production, education related to poster art’s history and cultural impact, and a deep commitment to extending San Francisco’s proud heritage of publicly accessible artwork.

**County of Marin Community Service Fund:** Provides one-time funding allocations between \$1,000 and \$10,000 to nonprofit service providers or other governmental entities to fund specific projects or programs that provide a measurable benefit to Marin County residents.

**Marin County Fair:** The award-winning Marin County Fair provides five days of fun-filled, family entertainment over the July 4th weekend, with an estimated 120,000 visitors each year.

**Do a Little Fund:** A nonprofit foundation focused on creating artistic and educational opportunities, especially for underserved students and youth of color.

**Marin Independent Journal:** Marin County’s largest daily newspaper, providing both print and digital advertising and promotional opportunities.

**MarinLink:** A California nonprofit organization providing fiscal sponsorship for the Youth Poster Contest.

#### **Special Friends and Supporters**

The Youth Poster Contest also enjoyed strong support from a multitude of media outlets, nonprofit organizations, and individuals.

#### **Do Not Send a Partner Proposal!**

You should never send a partnership proposal/letter without first having an in-person or worst case, on the phone or ZOOM-type introductory meeting. Organizations are besieged with requests for funding. Unsolicited written proposals are usually thrown directly into the wastebasket or put in a thick file of such proposals, unless there is a pre-established personal connection.

Once your team has determined who you believe are the most appropriate partners for your Youth Poster Contest, seek to find a personal relationship within each organization. Undoubtedly, someone within your team or a friend of a friend has such a personal connection. Over the phone, ask for a 20-minute (absolute maximum!!!) appointment to discuss your Youth Poster Contest. These are very busy people.

In your first conversation with a potential partner, be sure to drop a few key names or facts, such as your established relationship with your County Office of Education, the number of schools you will be working with, major media outlets that have committed press coverage, etc.

Even if they ask during this introductory phone conversation, do not, I repeat, do not tell them the amount of money you are seeking. This first conversation should focus on why you think the Youth Poster Contest would be of significant value to their organization, and you would like to bring in a few thoughts about the benefits of this partnership, as we have presented previously.

There are countless examples that when bringing up money too early, the potential partner will say, “No, thank you.” And countless examples have shown that after having met with you and gotten excited about your Youth Poster Contest, this potential partner organization may offer a more substantial funding amount and greater involvement than you had imagined. This happens all the time.

Every person that you meet with about a partner opportunity knows you are seeking money. You shouldn’t bring it up until near the end of your in-person meeting. Because yes, they will ask about money at some point, but let them ask first. This approach will very much work to your advantage.

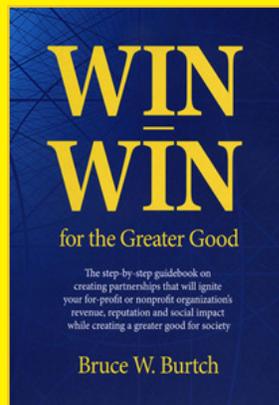
***“The posters are absolutely stunning! Technically advanced with such a variety of thoughtful, important messages from the youth of our community. You are inspiring and giving our youth an opportunity to speak out through creativity.”***

—Lisa Jones, Director,  
Masterworks Kids’  
Art Studio

### Special Offering

Bruce Burtch, the originator and pro bono producer of the Youth Poster Contest, is the author of *Win-Win for the Greater Good*, a step-by-step guidebook on creating partnerships that will ignite a for-profit or nonprofit organization’s revenue, reputation, and social impact while creating a greater good for society. This guidebook is used by thousands of organizations across the United States and can be of significant benefit to your Youth Poster Contest and partnering organizations.

Download a free PDF of *Win-Win for the Greater Good* at [www.bruceburtch.com](http://www.bruceburtch.com).



***“I wanted you to know what a success the workshop was with John Mavroudis. It was a great experience for the Marin Oaks students, and it will have a lasting impact.”***

—Nancy Rehkopf,  
Executive Director  
Marin Museum of  
Contemporary Art

*“It’s important that we have the chance to express what we see as the injustices and ideals for the world we will inherit.”*

—Gavin Green,  
Kent Middle School

*“Collaborations like this between nonprofits and caring individuals help motivate the students most at-risk of not graduating high school.”*

—Katya McCulloch,  
Program Director  
TeamWorks Art  
Mentoring Program

## **PARTNER PROGRAM FUNDING LEVELS RELATED TO BUDGET REQUIREMENTS**

The Youth Poster Contest reached every middle and high school, both public and private, in Marin County. The contest generated hundreds of thousands of media impressions, created significant community goodwill, tremendous partner recognition, and resulted in the annual submission of nearly 300 posters. Given the total impact of the contest, the budget of \$18,650 (consisting of cash and in-kind contributions) is relatively small by comparison. However, it is important to note, the management of the contest was provided pro bono.

The Youth Poster Contest enjoyed a cross-sector partnership program consisting of 11 partners, plus the support of our fiscal sponsor, governmental officials, and community members.

To entice and maximize the participation of Partners, our partnership fees ranged from a minimum of \$1,000 to a maximum of \$3,000. Our goal was to have very modest fees, so as not to have a financial hurdle for partner participation. Equally important was to attract partners from all sectors, providing a wide range of community participation. These goals were very well met.

It is suggested that you follow a similar strategy of partner funding levels for your Youth Poster Contest Partner Program.

## **SPECIAL EVENTS**



*Earth Day float features Youth Poster Contest posters*



*Attendees admire posters at the Marin Teen Girls Conference*

## SAMPLE INVITATION TO BECOME A PARTNER OF THE YOUTH POSTER CONTEST

Hello Jessica,

I very much appreciated our conversation earlier this week, and I look forward to our meeting at 10 AM, August 21, at your office. The potential of adding XXXX as a partner with the Youth Poster Contest is very exciting to all of our current partners. You bring such a strong community relations focus, engaged employees, and excellent opportunities to help promote the contest. And, of course, as an outstanding natural foods company, we are hoping that you would consider providing organic food and refreshments for our highly popular Awards Ceremony.

As we discussed, our 2018 contest had over 120% increase in student participation, and the 2019 contest, which kicks off in January, looks to be amazing. It is wonderful that all our partners from last year are committed to joining us again, especially our strong partnership with the Marin County Office of Education.

On behalf of our partners, I look forward to discussing ideas that would maximize this opportunity between the Youth Poster Contest and XXXX.

Sincerely,

Name  
Title  
Contact



***"Through the art contest I was able to share my ideas and concern about global warming through painting."***

—Mishka Shirin-Stroh,  
Marin Primary and Middle  
School



2018 Wall of Winners at RileyStreet

***“Now, in these times, more than ever, we need to encourage our youth to speak up and out! What better way than to express their thoughts, views, hopes and fears than through art! The Youth Poster Contest provides the platform. Authentic emotion is expressed through the visual portrayal of how they see ‘our world’ ... because it is their world too! Insightful, inspiring and hopeful! A community treasure.”***

—Mary O’Mara,  
Executive Director,  
MarinLink

***“We’ve loved having the youth posters on our walls! The feedback has been fantastic - so many people have enjoyed seeing this impactful work.” (Note: this was one of our locations of the post-contest exhibition tour)***

—Laurie Rich  
Executive Director  
David Brower Center

## **SAMPLE LETTER TO RE-SIGN FORMER PARTNERS**

Hello Andrea,

I hope your summer has gone exceedingly well. Now that the new school year has begun for students in Marin, I wanted to write in the hope that XXXX will again be one of our outstanding partners for the 2020 Youth Poster Contest. I know I’m writing a bit early, but I wasn’t sure when you will make your budgeting determinations for 2020.

As you are well aware, our 2019 contest was remarkable, due in great part to your outstanding partnership. We had a record number of entries, and once again, simply outstanding quality and messaging from our youth. We just took the traveling exhibition down from the David Brower Center in Berkeley, where they raved about it! We have three, and possibly four, more locations for this year’s traveling exhibition, taking us right up to the beginning of May 2020. XXXX has been prominently displayed as part of all of our exhibitions around the Bay Area.

Our outreach to engage underserved students will once again be a major focus of our 2020 contest. Indeed, our goal is to approach and hopefully provide free art poster workshops in all Title I middle and high schools in Marin. An ambitious goal, but we are going to work towards that goal.

Your partnership fee for the 2019 Youth Poster Contest was \$2,500. Due to your strong support, we will be requesting the same partnership fee for the 2020 contest. For my budgeting purposes, I would greatly appreciate confirmation of your partnership at your earliest convenience, and that the partnership fee is paid by December 1, 2019.

As always, I stand ready to answer any questions and to meet with you, should you wish to discuss new ideas to increase the benefit of the Youth Poster Contest for XXXX.

I can’t wait to work with you again!

Best wishes,

Name

Title

Contact

# SAMPLE YOUTH POSTER CONTEST BUDGET

## Income

<b>Estimated Partner Fees</b>	<b>\$16,250</b>
<b>In-Kind Donations (prizes, gift certificates, food &amp; beverages, other)</b>	<b><u>\$2,400</u></b>
<b>Total Partnerships Fees and In-Kind</b>	<b>\$18,650</b>

## Estimated Expenses

1) Promotional materials	\$350
a. Design and production of logo	
b. Design and printing of promotional postcards	
c. Design and printing of promotional posters	
d. Distribution of posters, postcards and other materials	
e. Poster mounting and displays	
2) Gift certificates (art supplies) for finalists and winners (not in-kind)	\$750
3) College Art Scholarships	\$1,000
4) At-Risk Youth Outreach Program	
a. Free Poster Workshops	
i. Artists stipends	\$875
ii. School art supplies	\$875
iii. Student take-home supplies	\$2,520
b. Field Trip to Art Center	<u>\$600</u>
	Total Outreach Program
	\$4,870
5) Special Events (Awards Ceremony, other)	\$750
6) Media advertising (estimated to be 30-50% of actual value)	\$3,700
7) Youth Poster Contest Exhibition Tour Expenses	\$200
8) Website hosting, and social media costs	\$300
9) Contracted Support	\$400
10) Postage and office supplies	\$250
11) Travel and entertainment expenses	\$400
12) Fiscal Sponsor (percentage of donations/fees)	\$1,625
13) Salaries, benefits and management costs	Pro Bono
<b>Total Estimated Expenses for Youth Poster Contest</b>	<b><u>\$14,595</u></b>
<b>Estimated Balance (does not include in-kind)</b>	<b>\$1,655</b>



***“The contest provides a place where many students cannot only express through art but also research on topics that are meaningful to them. Often times it is what they might be experiencing, a friend might be going through or what interests them. Being aware of their surroundings and the changes happening around their communities has had a powerful effect on their views as they grow up.”***

—Annie Yi, Art Teacher,  
San Rafael High School

## **WORKING WITH YOUR LOCAL, REGIONAL AND NATIONAL ELECTED OFFICIALS**

It is important to engage elected officials in your Youth Poster Contest, from your local City Council and Mayor’s office, to your State Senators and Assembly Members, up to and including your national Congress Members and Senators. The support from these elected officials offers beneficial prestige to your contest, excellent community goodwill, and provides quotes to be used in your marketing materials and press releases.

The Marin Youth Poster Contest garnered exceptional support from our elected officials, including County proclamations and resolutions, Certificates of Appreciation from the California State Legislature, and a Certificate of Special Congressional Recognition from our United States Congressman. In addition to their strong support and recognition, both our State Senator and Assemblymember and our United States Congressman provided certificates of recognition for every student who received a prize at our Awards Ceremony. What a thrill for our student winners!

## **MEDIA RELATIONS**

Developing a close relationship and ongoing communications with all local and regional media outlets are highly important to the success of your Youth Poster Contest. For the Youth Poster Contest, we developed a partner relationship with the Marin Independent Journal, the largest newspaper in our market. They provided highly discounted advertising, press coverage of our contest and events, and robust online awareness through their popular website.

We also communicated with every television and radio station, newspaper (dailies and weeklies), regional magazines, and online outlets in the greater San Francisco Bay Area region.

Members of the press were invited to visit our free in-school workshops at Title I schools, community special events where we were participants, and to our Awards Ceremony.

## **SOCIAL MEDIA**

It is recommended that various forms of social media be utilized to advertise and promote your contest. The Marin Youth Poster Contest developed Facebook and Instagram accounts. Both of these online outlets were continually updated before and during the poster contest. Due to our target age group of middle and high schools, we found that Instagram was a far more effective medium for our communication with students. We also occasionally boosted our posts on Instagram, which was inexpensive and effective.

## SAMPLE PRESS RELEASE

Press Contact:

Name

Email

Phone



Empowering Youth To Change Our World

### Announcing the 2020 Youth Poster Contest

The 2020 Youth Poster Contest will open on January 6, for all Marin middle and high school students, both public and private. Posters can be submitted through the contest deadline of May 1. The Youth Poster Contest provides an unprecedented and very public platform to let the voice of our youth be heard!

Marin youth are invited to design a poster that communicates their hopes and concerns about social justice, women's rights, immigration, discrimination, climate change, firearms regulation, bullying, and other issues important to them.

Using creative ideas, expressive language, and art youth will develop, either individually or in collaboration with others, a poster that informs, challenges and inspires the community to take action and make a difference, especially in these troubling times.

Over \$2,500 in prizes will be awarded to the winners and to their school, in middle and high school categories.

Speaking to the importance of the contest, Amanda Mattea, Coordinator, Education Services, Marin County Office of Education stated: "Our goal in partnering with the Youth Poster Contest is to ensure that all students are empowered to use their voices and be advocates."

Andrea Flores Miranda, 2019 *Producer's Award* winner, said "The contest helped me realize I have a voice and I can express it through my art. It shows the perspective today's youth have on these issues so that they can take action and better our future."

Bruce Burtch, producer, pro bono, stated, "This is, first and foremost, a messaging contest, not an art contest. Posters are judged on the impact of the student's message, and how they utilize creativity, expressive language and original art to communicate that message."

For 2020, the Youth Poster Contest will expand its important outreach to underserved students in Title 1 schools in Marin, providing free in-school poster workshops, a guest art/social messaging instructor, and free art supplies for the class and students.

The Youth Poster Contest is unique in California, and possibly nationally, providing a highly public platform for youth to stand up and speak out about issues important to them.

The 2020 Youth Poster Contest is presented in partnership by Marin County Office of Education, RileyStreet Art Supply, Bank of Marin, Marin Community Foundation, Bill Graham Memorial Foundation, The Rock Poster Society, Haight Street Art Center, Good Earth Natural Foods and the Marin Independent Journal,

**Full details on prizes, rules and deadlines can be found at [www.youthpostercontest.org](http://www.youthpostercontest.org).**

The Youth Poster Contest is a 501(c) (3) nonprofit organization under the fiscal sponsorship of MarinLink



## YOUTH POSTER CONTEST PRIZES

The following is a listing of all prizes. Prizes were given to students and a matching prize was given to their school.

### Middle School

5 finalists x \$25 x 2 (winner and school)	\$250
2 Hon. Mention x \$50 x 2 (winner and school)	\$200
Third Place \$75 x 2 (winner and school)	\$150
Second Place \$100 x 2 (winner and school)	\$200
First Place \$150 x 2 (winner and school)	\$300

### High School

5 finalists x \$25 x 2 (winner and school)	\$250
2 Hon. Mention x \$50 x 2 (winner and school)	\$200
Third Place \$75 x 2 (winner and school)	\$150
Second Place \$100 x 2 (winner and school)	\$200
First Place \$150 x 2 (winner and school)	\$300
Producer's Award (art supplies certificate)	\$300

**Total prizes** **\$2,500**

*\* A \$1,000 scholarship to the College of Marin's art program was under consideration for the 2020 Producer's Award winner*

## SUGGESTED CONTEST RULES

The Youth Poster Contest is open to all middle and high school students from public and private schools.

Posters must be on or mounted on poster board, any size between the minimum dimension of 16" x 20" to a maximum dimension of 20" x 24". Posters may be executed in any 2-dimensional medium (oil, acrylic, markers, pastel, collages, photography, canvas mounted on poster board, etc.)

Posters may be created or enhanced digitally but must begin as an entirely original work of art by the student and printed to the required size for submission.

Posters may be produced individually or in collaboration with other students. However, only one poster can be submitted to the competition by each student or collaboration,

Each poster must be labeled on the back with the title of the poster, name of the student(s), their age, their school or organization, the name of their art teacher or principal, hometown, email address, and importantly, their telephone number or that of their parent or guardian.

# SAMPLES OF PROMOTION MATERIALS



Empowering Youth To Change Our World  
**Let Your Voice Be Heard!**

Calling all Marin middle and high school students. You are invited to design an art poster that communicates your hopes and concerns. Stand up and speak out about social injustice, climate change, women's rights, immigration, firearms regulation, discrimination, or other issues important to you.

**\$2,500 in Prizes! No Entry Fee!**

Matching Prizes for both Students and their Schools



Sample Posters from 2019 Youth Poster Contest

For Details, Deadlines and Prizes, Visit:

**[www.youthpostercontest.org](http://www.youthpostercontest.org)**

Presented in partnership by RileyStreet Art Supply, Bank of Marin, Marin County Office of Education, Marin Community Foundation, Good Earth Natural Foods, Bill Graham Memorial Foundation, The Rock Poster Society, Haight Street Art Center, Marin Independent Journal and Do A Little Fund.

Bruce Burtch, Producer, pro bono

Youth Poster Contest is a fiscally sponsored nonprofit project of MarinLink

2020 Poster 11 x 14



Empowering Youth To Change Our World

Logo Youth Poster Contest 2020



Empowering Youth To Change Our World

**Let Your Voice Be Heard!**

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Bruce Burtch, Producer, pro bono

Youth Poster Contest is a fiscally sponsored nonprofit project of MarinLink

2020 Youth Poster Contest Postcard  
 4 x 6

**Let Your Voice Be Heard!**



Empowering Youth To Change Our World

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Bruce Burtch, Producer, pro bono

Youth Poster Contest is a fiscally sponsored nonprofit project of MarinLink

Marin IJ one half-page ad



Student Participation Certificate 11 x 8.5



# Free Poster Workshops for Title I Schools

From the very beginning of the Youth Poster Contest, our partnership wished to reach students who might not otherwise participate in such a contest. In far too many cases, underserved students, especially students of color, did not have the resources or the training to participate in our programs. Working closely with the Marin County Office of Education, we developed a unique program for Title I schools. The Title I program provides financial assistance to local educational agencies for children from low-income families to help ensure that all children meet challenging state academic standards.

Through the generous funding of our partners, we provided a short curriculum

teachers would undertake with the students in the week leading up to their free in-school workshops. A nationally-renowned artist from The Rock Poster Society led each workshop. We provided \$125 in free art supplies for each workshop and for the school to keep after the workshop concluded. As the students were leaving the workshop, each student was presented a bag of over \$20 of new art supplies to take home. The reaction to this gift was terrific!

Each guest instructor received a modest artist stipend of \$125.

Here is a sampling of our free in-school poster workshops.

## Bayside/Martin Luther King, Jr. Academy

*Asia works on her poster*



*Guest Instructor John Mavroudis encourages student artist*



# Davidson Middle School



Davidson MS poster workshop



Painting the world



Working together

# Marin Oaks High School



Instructors Katya McCulloch and John Mavroudis



Students at Marin Oaks work on their posters

*“At a poster event, I spoke with a Marin teen who had illustrated her concern for protecting the environment. Without outreach efforts by the Youth Poster Contest and the expressive power of art, her important voice could have been overlooked.”*

—Don Jen, Director of Education, Marin Community Foundation

*“For the past two years the Youth Poster Contest has provided an extraordinary opportunity for my students, allowing them to experience the potential power of their art as an expression of, and responses to, feelings and deeper insights about their own place in the world.”*

—Margot Koch, Art Teacher, Marin Primary and Middle School



## AWARDS CEREMONY

The wonderful and climactic moment of completion of your Youth Poster Contest is the Awards Ceremony. The following description of the Marin County Awards Ceremony is meant to be a guide. You are encouraged to make your Awards Ceremony unique to your community.

For each year of the Marin Youth Poster Contest, our Awards Ceremony has been held at RileyStreet Art Supply, a major partner of the contest. Centrally located in downtown San Rafael, this art supply store also served as our drop-off point for posters throughout the contest submission period.

The Awards Ceremony has been held on a Friday evening in mid-May. Friday was chosen as we felt it would be optimal for attracting attendance and media coverage, and not interfering with the weekend plans of our students and their families.

In preparation for the Awards Ceremony, all winners and finalists of the contest were notified and strongly encouraged to come to the Awards Ceremony and to bring their family and friends. Importantly, we did not tell the students which prize they had won. We wanted to build the suspense and their attendance.

A local band was hired, a professional photographer was on hand, a sound system was set up, and one of our partners, a natural food grocery store, provided wonderful organic hors d'oeuvres and snacks, and tasty beverages. Only limited seating was offered, as we wanted this to be primarily a stand-up mixer. Our Producer served as Master of Ceremonies.

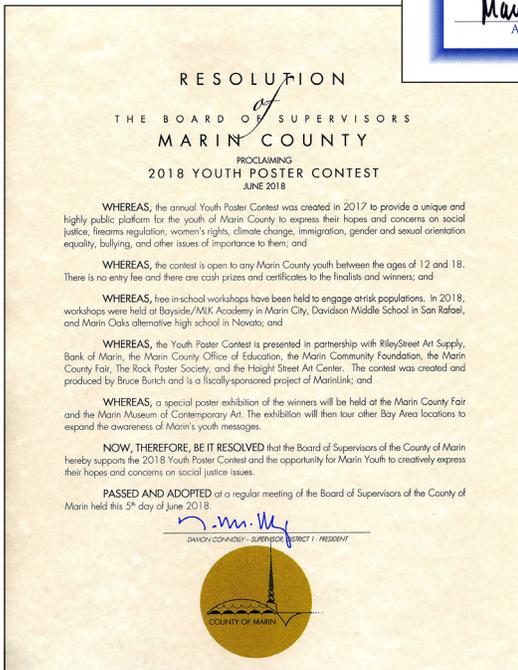
In addition to the students and their families, guests included all of our partners, local, regional, and state governmental officials, members of the local and regional media, and other special guests. Due to limited space and the fact that this was a private event, the Awards Ceremony was held from 7 to 9 PM, when the art store was closed.

As guests entered the store, they were greeted by fun music and a display of all 21 finalists and winning posters of the Youth Poster Contest. Each poster was labeled with the student's name, school, age, and title of their poster. However, no poster was labeled with the prize the poster had won.

Our MC began the program by welcoming everyone and especially thanked all the partners, special friends, and elected officials who had made this year's Youth Poster Contest so successful. One by one, the prizes were announced, beginning with the five finalists in the middle school category, leading to the first prize. The high school prizes were then announced, culminating with the announcement of this year's Producer's Award winner, our grand prize. When each student came up to the front, they were handed their prize certificate, a gift certificate for art supplies, a certificate of recognition from our U.S. Congressman and the California State Legislature, and a "star" label of their prize. They were asked to place the star prize label on their poster on the large wall display of posters. Following the presentation of the awards, the party continued in full force.



# GOVERNMENT CERTIFICATES



***“Art is a vital part childhood education. The Youth Poster Contest is a powerful way for talented and thoughtful young people to explore and express their views on important societal issues including the immigration, social justice and the environment.”***

— Marc Levine  
California Assemblymember

***“There has never been a more important time for young people to speak out and get involved in their community. The Youth Poster Contest is an inspiration to all of us, and it is amazing to see what these talented students create and focus on. We are so incredibly grateful for their work!”***

—Mike McGuire  
California State Senator

***“What wonderful work the Youth Poster Contest has been doing in Marin City! Thank you for having such an inspirational, educational, hands-on impact on our youth”.***

—Kate Sears  
Supervisor  
Marin County

## YOUTH POSTER CONTEST TRAVELING EXHIBITION

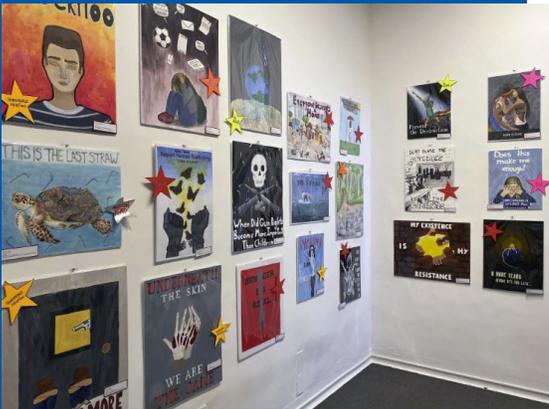
Each year following the Awards Ceremony, the 21 finalist and winning posters were taken on a traveling exhibition tour throughout Marin and the San Francisco Bay Area. A traveling exhibition provides exceptional publicity opportunities and extensive exposure of the students' artwork and messages to different and large audiences. Such a tour helps create strong interest for the following year's contest.

### Exhibition locations have included:

- Marin Museum of Contemporary Art, Novato, CA
- The David Brower Center, Berkeley, CA
- Haight Street Arts Center, San Francisco, CA
- Aroma Café, San Rafael, CA
- San Geronimo Valley Community Center, San Geronimo, CA
- Jewish Community Center, San Rafael, CA
- Mill Valley Community Center, Mill Valley, CA
- RileyStreet Art Supply, San Rafael, CA
- Marin County Fair, Marin County, CA
- West End Village Community Fair, San Rafael, CA



Jewish Community Center



Haight Street Arts Center



Aroma Cafe



Youth Poster Contest Exhibition at  
Marin Museum of Contemporary Art



Marin County Fair



# Let Your Voice Be Heard!

Excerpts from an article in the February 2018 issue of *Fast Forward* magazine, written by Zoë Jaros, winner of the 12 to 14 age group in the 2017 Youth Poster Contest

Are you concerned that our environment is being destroyed? Are kids in your school treated differently because of their color, nationality, or sexual preference? Have you ever been bullied or seen others who have? Do you feel that politicians would rather argue than work together? What about women's rights? Are you tired of all the negativity in our world? Do you have an impassioned point of view and you are looking for a way to express it?

Sadly, there are very few opportunities where youth can openly communicate their feelings about social justice, climate change, and other issues important to our generation. So if you were offered a very public platform, knowing you might have your message on TV, in newspapers, on social media, and on a poster that would travel around the Bay Area...what would you want to say? What are you passionate about?

Art has always been my go-to medium for self-expression. I love art and I am learning more and more about how art communicates feelings and emotions, unique points of view, history, and can carry the message of social change. When my art teacher from



Masterworks Kids Art in Corte Madera exposed me to the contest last year titled "Summer of Love Youth Poster Contest", I knew I had to enter.

I am quite concerned about the lack of equality in this country, in fact, in the world as a whole. So, I decided to create an image reminiscent of the '60's art-style to express my point of view. In my poster titled, *Let Equality Flourish*, I wanted to say that no matter your skin color, whether black, brown, or white, equality of all race and gender should prevail. There is no better time than now to plant the seed of change.

Besides winning the contest, I did not realize how much exposure my poster would receive. It was featured on the cover of the September issue of the *Pacific Sun* and multiple other local newspapers. Furthermore, it was highlighted in a documentary by CMCM-TV and was part of a traveling exhibition, including a museum in San Francisco. Not only was this exposure incredible but it also opened up many new opportunities for me. Soon thereafter, I was even commissioned to participate in a Chalk Art Festival in the city of Pleasant Hill—it was amazing.

I will definitely enter the contest again as it was an outstanding experience for me. I strongly encourage all Marin youth to take this opportunity to tell the world what we care about. By expressing ourselves, we can show that our generation wants to make a difference and what better way to do that than through creating a beautiful piece of art.

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# YOUTHQUAKE!

*Youthquake is defined by Oxford Dictionaries as a “significant cultural, political, or social change arising from the actions or influence of young people”.*

*Youthquake sounds like it should — the rallying cry by youth to shake up the stagnant ground on social justice, climate change, discrimination, firearms regulation, women’s rights, immigration and more.*

*The Youth Poster Contest is a public platform for youth to express their hopes and concerns on issues important to them. In light of recent health and social justice tragedies and the outrage that has reverberated throughout our country, now is the time for youth to stand up and speak out to our community.*

***Let Your Voice Be Heard!***

