



# The Key to Understanding Award Writing & Why We Write Awards



Valerie Seinfeld

- Education
- Your Garden Club's History
- Goal Setting
- Better Preparation for your Events and Programs
- Building Teamwork Skills and Participation
- Pride in Your Club's Accomplishments
- Recognition





## FFGC Mission Statement

“Florida Federation of Garden Clubs, Inc. promotes the love of gardening, floral and landscape design, and civic and environmental responsibility by providing education, resources and networking opportunities for our members, youth and the community.”

Membership in the Florida Federation of Garden Clubs, Inc. is open to all regardless of gender, age, race, ethnicity or religious affiliation



### *Let's Focus on Mission Statement*

To further the **education and promote the love of gardening,**  
**floral design,**  
**landscape design,**  
**environmental awareness through the conservation of natural resources,**  
**civic beautification,**  
**nature studies,**  
and we strive to instill in **our youth**  
**the love of gardening**  
**and the respect for and protection of the environment.**



**FFGC and the National Garden Clubs, Inc. line up with their Missions.**

**When creating a project and/or writing about your project or event use keep words to state how you achieved the goals of our organizations missions. Be specific about what steps you took to ensure the mission what sought after and accomplished.**

**How you may have increased Membership by a project or event is one of the goals in everything we do. The more the merrier.**



## Application Form

The application form can be found on the website or can be emailed to you by your District Director & Awards Chair.

FFGC has an application form and procedure for applying for awards. The application form is available website and is fillable. Download the application form and then open from your downloads. Save the Form with Award#, Name of Award, Club name. This form should be used for all awards unless otherwise stated in the award description and criteria below (See Flower Show and Youth Awards). Address topics listed on the Scale of Points for each award along with any supporting data and photographs. If no Scale of Points is listed, use the Basic Scale of Points at the end of the Awards Rules.

**All Award Applications emailed** should cc Club President and District Awards Chair.

### FFGC Awards Application

FFGC Awards Chairman: \_\_\_\_\_ Email: \_\_\_\_\_

Follow the procedure of submitting Awards by Due Date Posted

Award #: \_\_\_\_\_ Category: \_\_\_\_\_ Class: \_\_\_\_\_ Award Name \_\_\_\_\_  
(1-7) (A-F)

District: \_\_\_\_\_ #Members in Club/Circle: \_\_\_\_\_ City: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Garden Club or Individual/Group \_\_\_\_\_  
[Enter name exactly as it should appear on any award received]

Garden Club President: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person preparing application: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

NOTE: Application form is limited to three printed pages, (this page and two additional pages) – front of pages only unless otherwise noted. (**No** report cover, binders, or plastic sheets allowed.)

**Hard copy only; no electronic submissions (unless requested).** Application form will not be returned. Copy entry for your files. Follow the instructions of submission unless otherwise noted in the award description to arrive no later than Due Date. 2 copies

**Please complete each topic, if applicable. Use numbering as below when completing form.**

1. New project: Yes No Beginning date: \_\_\_\_\_ Completion date: \_\_\_\_\_
2. Have you applied for any other awards for this project? Yes No If yes, list other awards applied for.
3. Brief summary and objectives of project
4. Involvement of club members, other organizations, etc.
5. Project expenses and means of funding
6. Continuing involvement, follow up, maintenance
7. Attach or insert photos, evidence, and/or landscape plan (does not need to be professionally drawn)



## Application Form

### Every Detail Counts

**Due Date:** Check the Due Date it changes every year.

You must have the award emailed or mailed to the correct location by the Due Date... What happens to your award if it arrives late...? You may have lost points or may not even be looked at.

**Where to Mail the Award:** Most awards will have directions of where to email or physically mail an award.

*Exceptions are listed in the description of the award---for example  
Award #4 is mailed to the District Director*

### The Difference between Category and Class

#### Category

FFGC awards that are eligible to be sent on to DSR/NGC for further competition are subdivided into categories. Categories are numbered 1 thru 5 and correspond to the categories used by DSR and NGC. Again, study the category descriptions and enter the category that matches your club size.

The new award **categories** which have been added to many of our FFGC awards are as follows:

1. Small Clubs/Circles 29 members and under
2. Medium Clubs/Circles with 30-59 members
3. Large Clubs/Circles with 60-99 members
4. Ex-Large Clubs/Circles with 100 members +
5. District or Individual (may have been added to a few awards as appropriate)

#### Class

Most awards will be subdivided into classes or categories. This allows for clubs of similar sizes to compete against each other or in some cases, an award can be offered to an individual member, to a club, district, etc. This allows for the possibility of many more awards being won! Awards that are offered only at the FFGC level and that do not correspond with any DSR/NGC awards may be subdivided into classes indicated by letters: A, B, C, etc. Read the description for each class to determine which class fits your application.



### Editing your own work? "The KEY"

Everyone should have another pair of *fresh eyes* to look over your award. If there is no such person available, print out the report, read it out loud and you can even record yourself while doing it. You will then discover what errors you have made. Looking for Descriptive Words to make your writing more colorful and interesting visit <http://www.descriptivewords.org> Just the facts, however your narrative can take those judging your award on a journey to the actual event itself by adding a few well chosen words.



- A. Only clubs, circles, groups of clubs and individuals who are members of FFGC in good standing are eligible to apply UNLESS OTHERWISE STATED.
- B. If clubs, circles, groups of clubs and individuals who are members of FFGC in good standing have won an FFGC award the previous year, they will not be eligible to apply for or win the same award the following year.
- C. A group of clubs is defined as: federation of clubs, council club on the circle plan or neighboring club.
- D. High school, intermediate, junior gardener clubs, other youth groups, or individual youth must be sponsored by member club(s) or circle(s).



For ease of navigating the Awards Site, one may click on the categories below and choose an applicable award.

Read through all the requirements of the award before the program or event occurs. Share this information with the chair, so information you need can be obtained. This is particularly important in the areas of visual documentation, such as before and after pictures, and the financial report.

### **Civic Awards**

#### **Community Projects/Historical**

#### **Conservation**

#### **District Awards**

#### **Flower Show Achievement Awards**

#### **Horticulture**

#### **Junior Gardening**

#### **Landscaping**

#### **Leadership**

#### **Miscellaneous Awards**

#### **Publications & Social Media**

#### **Special Achievement**

#### **Tree Planting**



## “Where to Begin”

**Where to start....** [www.ffgc.org](http://www.ffgc.org) Log in, go to the tab “Awards”

**Always check the FFGC site** before starting and finishing your awards...the website may be updated.

Program Items				
FFGC Awards	FFGC Award Application	FFGC Award Rules	FFGC Awards Example	Book of Evidence
Award Calendar	Due Dates	Exceptions	Awards Judging Form	Awards Tally Sheet
FFGC Awards				
Leadership Awards		1 - 3		
Special Achievement and Excellence		4 - 10		
Publication & Social Media		11 - 14		
Community Projects/ Historical		15 - 18		
Horticultural Awards		20 - 28		
Civic Awards		29 - 39		
Landscaping Awards		40 - 47		
Tree Planting Awards		48 - 49		
Conservation Awards		50 - 60		
Miscellaneous Awards		61 - 70		
Program Awards		71 - 83		

**Leadership Awards** - A garden club leader is one who accepts responsibility, provides a cooperative spirit and shares honor is due in all phases of garden club work.

Each Garden Club of each Federation or Council of garden clubs may nominate one member for Award 1, 2 and 3. Circles may also nominate one member for award #3.

If your club isn't already recognizing its members that have shown evidence of outstanding leadership, the awards committee or chair can bring it to the attention of their Officers to further investigate. Review Awards 1-10. There are programs that your club may be interested in adding to your list of goals.

**Publication Awards** - Yearbook, Newsletter/Magazine/Bulletin; Publication; Website.

Everyone puts together a Yearbook, provide the member that does yours with information on what FFGC is looking for before they begin work on the Yearbook. The same is true with all your club's

**Each Category in the next 8 sections** carry the same idea of keeping your members and chairs up on awards that are offered, looking at the programs of your garden club offerings and recognizing which awards should be pursued.

If a member has a certain talent or interest you may want to encourage them to look at a specific award they may not be aware of. ex photography.





## Pre- Planning Award Writing

### 46. GARDEN TOUR AWARD

A \$25 award may be given to the garden club with the most outstanding garden tour project.

Photographs of at least four residences on the tour and showing views of each garden, including one focal area and or entrance area are required.

A brief description should be included indicating approximate size of the garden and listing of plant material. Include the publicity and evidence of club and community participation.

#### Award Number and Name

Fill out top portion of application form

1. New project: Yes \_\_\_ No \_\_\_  
Beginning date: Completion date:
2. Brief summary and objectives of project:
3. Involvement of club members, other organizations, etc:
4. Project expenses and means of funding:
5. Continuing involvement, follow up, maintenance:
6. Attach or insert photos, evidence, and/or landscape plan (does not need to be professionally drawn).

**Due Date:** Copy entry for your files. Mail application form to District Awards Chair, Mail entries to FFGC Headquarters unless otherwise noted in the award description to **arrive no later than December 1.**

1. Beginning Date & History, if it is not a New Project

2. Brief summary and objectives of project. If you are uncertain ask the chairman

3. Involvement of club members, other organizations, etc.: **gather info on who is on the committee and helping, are there others involved outside your garden club?**

4. Project expenses and means of funding: let your chairman know that you need information on the budget of the project, expenses, **how was this project paid for?**

6. Attach or insert photos, evidence, and/or landscape plan (does not need to be professionally drawn). **READ the award again. Does it need Before and After Photos taken? Ask for copies of evidence and landscaping plan.**

Photographs of at least four residences on the tour and showing views of each garden, including one focal area and or entrance area are required.

A brief description should be included indicating approximate size of the garden and listing of plant material. Include the publicity and evidence of club and community participation.

**Information to pass on to Photographer and the person giving description of Gardens. These are the details you need for writing up the project.**



## Award Writing and Putting it Together

You have filled out the top portion of Awards Application, but now you can put a date on it.  
#’s 1-6 You have completed #1 & #2.

#3 Involvement Information should now be available.

#4 Project Expenses and means of funding...example: budget, donations...

#5 A colorful description of who, what, where, how, and when reporting on continuing involvement, follow up, and maintenance.

#6 Attach or insert photos, evidence, and/or landscape plan (does not need to be professionally drawn).

Have the Photographer send you **jpeg attachments**, of photos taken, to you by email or have them put on **flash drive**. Not all of today’s computers have CD drives.

**Evidence-** any other materials that would paint the true picture of this project.

**Landscape plan-** These can be copied, scanned and reduced in size to fit in your report.

With all the information and materials gathered to write up the report or AWARD. You are ready to begin the writing process with the narrative and placement of pictures and publicity.

### Read the Award AGAIN:

*“Photographs of at least four residences on the tour and showing views of each garden, including one focal area and or entrance area **are required**. A brief description should be included indicating approximate size of the garden and listing of plant material. **Include** the publicity and evidence of club and community participation.”*

Now have someone else Proofread the award.

### Review Checklist

- Appropriate Application
  - Top portion of application filled out completely
  - Topics 1-6 on application completely addressed
- Total of 3 pages ONLY front of pages only unless otherwise noted

- Is everything secured on the pages?
- 3 sheets stapled in upper left hand corner

Note\* some awards like Publication Awards #12 and #13 require a specific way to mail in the award.. reread your award’s specific information one more time.

- 1) Keep one copy, 2) mail a copy to the appropriate person if specified all others are mailed to FFGC, 3) send a copy of the first page to your District Awards Chair
- DEADLINE DATE





## NGC Mission Statement

National Garden Clubs, Inc. provides education, resources, and national networking opportunities for its members to promote the love of gardening, floral design, and civic and environmental responsibility.

## FFGC Mission Statement

“Florida Federation of Garden Clubs, Inc. promotes the love of gardening, floral and landscape design, and civic and environmental responsibility by providing education, resources and networking opportunities for our members, youth and the community.”

Pre-Planning	Keep FFGC and NGC's Mission Statements in mind	Read the Award description and tend to details it asks for. Review frequently.
<b>Program announced</b>	You begin....	Fill out top portion of application, copy the award description
<b>Contact Chair</b>	attend planning meetings, gather any information sheets provided make note of how many are volunteering for each segment of program	Choose an Award for this event
<b>Photographer-</b> ask for the types of pictures you need taken	Photographer *Before and After pics	Pictures that are relevant to tell the story of the event. Reread the Award Description: before and after pictures? specific pictures?
<b>Publicity</b> Contact Do they know the deadlines of Florida Gardener, Florida Gardening?	Media Releases- you need to know if you should be looking for an article coming out in the newspaper. Enlist members to help you keep an eye out for articles in the paper.	If on TV can you get a script. Announced it on FB, On FFGC site, FFGC FB page, share pictures with NGC, etc. Check to see if the article is also listed on the internet.
<b>Financials</b>	How much was spent?	How was it paid for?
<b>Involvement-</b> garden club members, community, another organization, etc	How many participated?	What percentage of membership participated?
<b>If this program has been done before...</b>	You need to know the history of the event.	If you do not know the history...year it was started, annually? Ask a member that does.



## The KEY to Good Planning is having a plan

A Week to Go		
<b>Chairman</b>	Set up a time for a post event interview.	Specify what information you need.
<b>Plan on participating in or attending the event</b>	* if possible you need to have an awards committee, so you are not having to be at every event if you so choose.	Take your own pictures too.
<b>Get your ideas on paper</b>	Documenting as you go along allows you to formulate your ideas specifically to what the award requires.	If you wait until after the event is over, you may not have everything you need to write an excellent award.
<b>Publicity</b>	Keep checking for an article or announcement published in the	
The Week After...	The Program went off without a hitch! Now what?	
<b>Chairman Post Interview</b>	Ride the wave of enthusiasm with the Chairperson and committee.	You are now a reporter getting your story. If you have done all of your preplanning you would have set up a "let's get together" for coffee or lunch and go over the wonderful event.
<b>Gathering Documentation</b>	All the items that had to be purchased, those receipts should be turned in by now.	Make certain you have picked up copies of the program, information sheets, anything that has been handed out. Do not rely of the chair to have extra copies.
<b>Photographer</b>	Call and ask them when they can email you the pictures.	or ask for the pictures be put on a flash drive
<b>Flyers and handouts</b>	If you can, have the person(s) that typed up flyers, programs to email you the pdf.	I love copy and paste, you can reduce the sizes right on the computer.
<b>Social Media and Newsletters</b>  I take pictures myself so I get to work right away, posting on Facebook, Newsletter, and on our webpage. But not everyone can do this or has the time.	I like to get the information out right after an event, it builds up the morale of the club. If you haven't got a webpage or a Facebook page, why not? It is easy and not time consuming once you get it up and running.	We all want more active members in our Garden Club. Being a member of an outstanding group in the community is FUN! Also when potential members move into your community they can look you up and find out all about you.
<b>Writing the Award</b>	Tell the Story - who, what, when, where, and why?	Look at the Judges Sections Achievement and Participation



## THINK Like a Judge

**Review HOW the JUDGES judge your Award Application.  
You want to know just what the judges are looking for.**

<b>Presentation</b>	5 pts.	Judges look for Neat, concise, all information included on the FFGC Awards Application Forms (3 pages allowed) or in the Book of Evidence (if required).
<b>Achievement</b>	65 pts.	Size and Scope of project, need and fulfillment, benefit, accomplishment, comprehensiveness of work, activities to attain goals, evaluation of goals reached, educational value, prior planning, very brief history if continuing project, financial report, other.
<b>Participation</b>	15 pts.	Size of Club, involvement of members, youth, community, professionals, residents in facilities, others. (not all have to be involved)
<b>Record</b>	15 pts.	(Documentation) Supporting Data clear and well labeled, clear before and after photographs (if applicable), landscape plan (does not have to be professionally drawn), financial report, letters of appreciation, community awards, newspaper/magazine articles (if possible), radio or TV script (if possible), etc. Photocopies are permitted.

### Judges Tally Page

\*Please note from "Tally Page" the Judge makes Comments for award presentation

Judges will write in the:

"Why, How, Who, What made you select the winner. Please give detailed comments. Your comments should present a visual picture for the awards presentation.

The judge tallies up the scores and then immediately after the judging of like awards takes place and makes supporting comments after the judging has been completed and makes this award ready for convention." Supporting data clear and well-labeled, clear before and after photographs (if applicable), landscape plan (does not have to be professionally drawn), financial report, letters of appreciation, community awards, newspaper/magazine articles (if possible), radio or TV script (if possible), etc. Photocopies are permitted.



## Book Of Evidence

Because of the importance of some FFGC Awards and the extent of accomplishment that they represent, or because some simply will not fit on the new awards form, a Book of Evidence is required. The Following FFGC awards require a Book of Evidence:

# 1 – Blanche Capel Covington; # 8 – Garden Club of the Year; # 10 –Mentoring Award (Book of Evidence 4 pages, front and back);

# 62 –Mary S. Compton Awards for Publicity (Publicity PressBook) – unlimited pages, special guidelines.

	Guidelines	For Completing	a Book of	Evidence	
1. Use a lightweight, solid color, theme type binder, size not to exceed 8.5 by 11 inches. NO Ring Binders	2. Outside label should include the award number-name -class; district number, name of club, circle or group of clubs and city. No other embellishments.	3. On top of the first page include AWARD Number-name-class; district number;name of club.circle, or groups of clubs and city; percentage of members participating (when required) No Table of Contents required.	4. Firmly paperclip two copies of the completed application form to the inside front cover.	5. Only a summary should be written on the lower part of the FFGC Award Application Form. Place documentation and additional materials on the pages of the BOE.	6. Entries are to be sent to FFGC Headquarters to arrive on or before December 1. Download award form from the FFGC website at <a href="http://www.ffgc.org">www.ffgc.org</a>

		Presentation			
Do not exceed 6 pages, front and back, for a maximum of 12 surfaces.	Pages may be placed back to back in six (6) top loading sheet protectors.	Use standard 8.5” x 11”paper.	All material must be attached to pages, no loose material, <b>no</b> pull-outs or fold-outs.	Do not add extra information in back pocket.	Secure all photographs and/or materials neatly.

		Written Text			
All text must be typed.	Be concise. Follow all requirements in award description and Scale of Points.	BOE must include text and not just photos with labels.	Photos may be interspersed throughout text or following text.	Photocopies are permitted.	Trim all items neatly.

Mailing BOE	
When mailing Books of Evidence, DO NOT REQUEST “SIGNATURE FOR PROOF OF RECEIPT”.	To prevent damage in shipping, enclose book in sturdy box or (Priority Mail Packet perfect for one book) and secure with tape.

Return of Materials
All BOEs will be returned to District Director during the annual convention. Committee is not responsible for unclaimed materials.