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# Publishing An Award Winning Garden Club Yearbook



A handbook for member clubs of  
Michigan Garden Clubs, Inc.  
Central Region &  
National Garden Clubs, Inc.

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## JUDGING DIRECTIONS

When points are taken off, explanations should be written. Comments should be easily understood, helpful, and kind. Recognizing attributes is important. Positive statements should accompany each Scale of Points sheet. Upon completion, the findings in each size category will be recorded for Certificates to be made. All scores are final once judging has been completed.

Yearbooks and scoring sheets can be returned during the Year. Certificates will be ready for presentation at Spring Meetings. Keep copies of your findings summary, in case of loss.

Attach the two applications from the First Place Yearbook of each size category to the inside cover along with the District Placement Forms. Give them to the yearbook chair.

The Yearbook Chairperson will be present at the district judging. All books will be judged at the same location and time. The specific date in October or November, depending on scheduling availability, will be decided each year.

First place district yearbooks will be judged on the same day as the district judging, time permitting. These MGC first place yearbook winners will be submitted by the Yearbook Award Chairman to the Regional Awards Chairman according to Regional deadlines.

The others will be returned to the District Directors at an MGC Board Meeting.



## SUBMISSION

1. For #16A – A Club must send two Yearbooks to their District Director with two NGC/MGC applications filled out (do not answer the questions) and firmly clipped to the inside front cover by the date to be determined in October or November of that year. No envelope necessary. Only one Yearbook will be forwarded. The NGC/MGC Current Applications may be found on line at [www.michigangardenclubs.org](http://www.michigangardenclubs.org) under Awards. One should also be attached to the District Director's digital toolbox packet by the award chair to be sent to the clubs in the district.

2. The District Director will log the date when each Club Yearbook is received (See attached log sheet in the Director's packet) and record Club size based on Member dues paid to Michigan Garden Clubs, Inc.

3. The District Director will sort the books according to the seven Club sizes listed below. Yearbooks will be judged within their own size category. The same panel will judge all of the same category books from all of the districts with the exception of their own if it is in that group. In that event, that panelist will step back and the book will be judged only by the remaining two panelists.

4. Garden Club submissions shall be judged according to size determined by number of members on whom NGC and state dues are paid, including Active, Associate, Inactive, Honorary, etc.

### Single member garden club

1. Club fewer than 20 members
2. Club 20-29
3. Club 30-44
4. Club 45-69
5. Club 70-99
6. Club 100-299

## GETTING STARTED

A yearbook is a handbook the club members will treasure all year and continue to refer to it in the future for the information it contains. It is a Who, What, Where, When and How for the next year. Members should be able to go to it whenever they are looking for club information on any of those W's and the H too, of course. Does your club have good program content and projects? If so your book will be of great value to your club and score highly when you send it out to be judged for an award.

Doing a yearbook solo is a very difficult job no matter how creative and skilled the person is. A good team of dependable volunteers is needed to make the job easier and better. You will need help in a variety of areas: photography, layout, information gathering, design, and proofreading. These tasks can be divided and assigned to each properly-skilled committee member.

The yearbook will, and should, reveal whether the planning for the next year is successful or not. Putting your information into an organized book form will do that. The method used to do so will depend on the skills of the people on the committee.

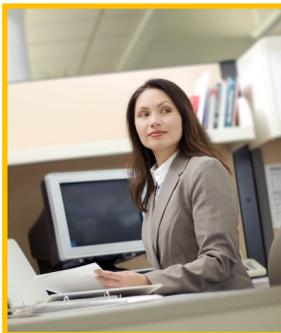
Layout and organization of the sections may be done in a word processor or a publisher program. The newer Office Word is much closer to a publisher program than in past versions and may be the most familiar to more people. Speak to the printer and ask them which format they prefer for printing. They will tell you: if they want your file type converted to PDF; if they will do it for you; or if whichever format you are

using will be okay to go to a professional printer. With today's technology you can easily give them a flash drive with the file on it or email it to them. If you email it by PDF a large file can easily be sent by a good broadband line.

If you are having a problem deciding on the layout, look at other club books or other similar kinds of booklets. See the different ways they are organized. This will give you some ideas of how it can be done. Of course, if your club already has a yearbook layout to work from, that is a great advantage.

The following paragraphs are the standards of structure and content set by the National Garden Club. This information should be helpful whether or not you plan on submitting your yearbook for an award.

Some of this information will be old hat to those who have already done a few yearbooks but to the new "editors and staff" it can be very useful. So wherever you are in your skill set, just jump in from there.



## **CHECK YOUR YEAR BOOK**

- ◆ **Is this a functional, easy to use source of information for this year's schedule for all of the members?**
- ◆ **Does it have unity, originality, and distinction?**
- ◆ **Does this book tell all it should about the study planned for and activities involved in accomplishment of the club projects?**
- ◆ **Does it represent your club and its members well?**
- ◆ **Would this book inspire good attendance all year?**
- ◆ **Would this book make you feel like you would want to join this club? Is it interesting and educational?**
- ◆ **Are you proud of it?**

Good results from this check list may separate the winner from the entries in an award competition.

## PROJECTS

Projects are judged upon their scope for **35 total points**. A list of the continuing and new participating projects may earn up to **15 points**. There should be a brief word description of the club projects: location, how others benefit, how members are expected to participate, chairman, etc. List the club's donations, amount, in kind donations, and to whom.

**Up to 20 points may be** awarded for a list of the sale of State/NGC products (Vision of Beauty Calendars, state cookbook).

**The maximum score is 100.**

## PROOF READING

**Last, but definitely not least**, you will need some good **proof readers**. At least three people should go over the book for content, appearance, accuracy, and punctuation. It works well for each proofer to check the part in which they have the most expertise. Be sure to give the proofer enough time to do a good job.

When you are certain it is the way you want it, have your professional printer make a proof so you can have a final edit before the printing.

Give it to a fresh eye for the last proof read. Have it printed!



## FORMAT

**The book structure** should be practical, a convenient size, durable, and neat. The club can decide on the size and how it is to be bound. This can be stapled, spiral, or a permanent binder. Set up the margins so they are ample and the binding doesn't interfere with the text. Be sure the font is easy to read. It may be awarded up to **3 points**.

The most popular size yearbook is a booklet, 8.5 inches tall by 5.5 inches wide. If you use a publisher program, it will create the pages in the proper format and put them in order for previewing and printing. Newer home printers can be set to print in a booklet side fold format, double sided, and flipped on the short side. If your printer doesn't print both sides automatically, you can still do it manually. The book structure is worth **2 points**.

## THE ARRANGEMENT OF THE CONTENTS

**The cover** should have the name of the club, town, state, and zip code. (Any design is optional and no points are given or taken away.) If a permanent binder cover is used: substitute with a paper cover; include the required information on the cover; and so note. The award is worth up to **2 points**.

**A title page** should be next and have the name of the club, town, state, zip, year, number of members, and affiliated organizations (district, state, region, NGC, and others). If dues are paid for associate/honorary members, they are counted in the total membership. This may earn an award of up to **2 points**

**Subsequent pages** may be in an order most useful to the members. They should contain: Club officers; Club membership roster with complete mailing addresses and telephone numbers; names and addresses of the NGC president, NGC regional director, state president, state district director; council president if any; and a calendar of events. These pages are worth **8 points**.

**For optional pages** you may also choose to add your bylaws, fund raising, roll call, and NGC/Region/State themes. If a club theme is used, it should be evident throughout the book. This is the choice of the club and its members and not a requirement for an award. **No points given or taken for this option.**

The entire format above totals **15 points**.

### **PROGRAM SECTION**

(Indicate if it is a special interest club. Examples: Horticulture only; Design only; Faith based, etc.)

**Program content** is the most important section of the yearbook. This section awards **50 points**. That is half of the entire score of 100, if perfect. Good programs inform and inspire members and should be suited to the needs and capabilities of your membership.

There must be at least **seven business meetings** a year. A workshop, tour, flower show, or installation cannot be counted as a business meeting unless there is such a meeting following the event. This part counts for **3 points**

Programs should reflect study and activity concerned with some National or State Garden Club's objectives such as: Birds, Blue Star, Highways, Civic

development, Conservation, Flower shows, Garden therapy, School gardening, Horticulture, Landscape design, Legislation, Litter control, Roadside development, World gardening, etc. A list may be found in National bylaws or by looking at the list of chairpersons in the roster of the *National Gardener* to determine the type of work the National hopes to accomplish. The MGC also has goals and projects that help to reach the National goals.

There is no stated minimum number of required National or State objectives to be covered by projects or study. This is optional. It is unlikely that a club could cover all of the National Objectives. The club makes the choice of the goals and objectives within its reach and resources and works toward that end. It is better to have a few goals to achieve and evidence of follow-through shown in your book than just a list of many project goals with few completed club accomplishments. The Date, location and its address, and meeting time earns up to **3 points**. Speakers' names, qualifications, and the program title get up to **4 points**.

**Programs**, workshops, and tours furthering NGC Goals and objectives are worth **40 points total**. This is another important section. There should be a brief word description (lecture, demonstration, slides, PowerPoint presentation, or hands on.) The variety of programs could be worth a maximum of **14 points**.

**Variety** of styles of programs such as lectures, Power Point, tours etc. can earn **12 points**. A **variety** of speakers, such as specialists, member, or panel, has a maximum value of **14 points**.