**Speak Out for FCCLA Worksheet**

You will utilize marketing skills to promote Family and Consumer Sciences and FCCLA membership in our school.

Select one of the marketing/promotional methods below:

* Poster
* Brochure
* Social Media Post

Using the selected marketing/promotional method, you will highlight the benefits of being a member of FCCLA. The method should encompass enough information to provide the audience an overview of what FCCLA is while highlighting the specific benefits that the audience would achieve if they joined your local FCCLA chapter.

**Scoring Rubric**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 0 | 1 | 2 | 3 | 4 |  |
| Use of Time | Not completed. | Did not use time productively and efficiently. Frequently off task. | Used some time to work productively and efficiently. | Used most of their time to work productively and efficiently. | Used all of their time to work productively and efficiently. |  |
| Pictures / Graphics | Not completed. | Pictures are not clear or relevant. | Few of the pictures and graphics are clear and relevant. | Most pictures and graphics used are clear and relevant. | All pictures and graphics are clear and relevant. |  |
| Evidence of Research | Not completed. | Some research was done but incomplete information. | Research is current but from unreliable sources. | Research is current, appropriate for the topic, and reliable sources. | Research is current, documented correctly, and appropriate for the topic. |  |
| Visual Clarity and Appeal | Not completed. | The Project needs significant improvement in design, layout, and neatness. | Project needs improvement in design, layout, or neatness. | The Project has a nice design and layout. It is neat and easy to read. | The Project has an excellent design and layout. It is neat and easy to understand. |  |
| Spelling, Grammar, Punctuation | Not completed. | The project has multiple spelling, grammar, or punctuation errors. | The project has 3-5 spelling, grammar, or punctuation errors. | The project has 1-2 spelling, grammar, or punctuation errors. | The project has excellent spelling, grammar, and punctuation. |  |
| **Total Score:** | | | | | | \_\_\_/20 |