



Purpose

Grinnell Mutual Reinsurance Company makes it possible for CDI to partner with the National Association of Conservation Districts (NACD) and local Soil and Water Conservation Districts (SWCD) to offer the 2022 Conservation Poster Contest. Any child that resides in Iowa, is a public, private or home school student in Kindergarten through 12th grade with a participating SWCD can participate. Visit <https://idals.iowa.gov/FARMS/index.php/districtMap> and on the map, select the county in which your school is located to find your SWCD Office.

What's new?!

- ✦ This year's new Poster Contest Theme is "Healthy Soil Healthy Life".
- ✦ Please note the 2022 Deadlines!



2022 Application Process & Deadlines

- ✦ **January 2022:** Participating SWCD's get the word out about the 2022 Conservation Poster Contest.
- ✦ **Friday, April 29, 2022:** Applicants must submit their poster accompanied by the Poster Contest Entry Form to the SWCD office in the county which their school is located. Entry forms must be legible and complete, including a guardian/parental signature and their SWCDs information or the poster cannot be considered. Make sure a copy is securely attached to the back of the submitted poster.
- ✦ **Friday, June 24, 2022:** The local SWCD chooses one county winner from each of the five grade categories to ELECTRONICALLY submit to their CDI Regional Director via email with a Photo of Each Winning Poster, their Poster Contest Entry Form, and a completed District Winners Form. When sending the electronic poster submissions to your regional director, we ask districts to please save the posters as "age category/First Name/Last Name" (Example: "2_John Doe") so we may correctly identify the artist of each poster.
- ✦ **Friday July 29, 2022:** CDI Regional Directors will have chosen 45 winners to move on for state consideration, there is one regional winner from each of the 9 regions in each of the 5 categories. CDI Regional Directors will submit to CDI via email a Photo of Each Winning Poster, their Poster Contest Entry Form, the District Winners Form, and the Regional Winners Form.
- ✦ **August 21, 2022:** CDI Regional Directors & Alternates will choose one state winner from each of the five categories from those 45 regional winners.
- ✦ **September 2022:** CDI will send awards to local SWCD offices who will in turn notify the student, school & local media. The five SWCDs with state poster contest winners will send the original poster to CDI. Posters must be packaged in a cardboard mailer so they remain flat when sent to CDI.
- ✦ **September 2022:** The five state winning posters will be sent to the national poster contest for consideration for a national award and displayed at the NACD Annual Meeting.

- ✦ **NO POSTERS WILL BE CONSIDERED IF SUBMITTED AFTER THESE DEADLINES.**

Awards

- ✦ Local SWCD's may finance an award to winners at the county level.
- ✦ The five winners in each grade category within each of the nine regions will receive a **\$35** cash award.
- ✦ Each of the five first place state winners will receive **\$50** cash award rather than \$35. They will then be sent to the national poster contest for consideration for a national award.

Rules & Selection Criteria for Hand Drawn Poster Contest

- ✦ Posters must reflect and include the title of this year's contest theme **"Healthy Soil Healthy Life"** on the poster. Don't use any other phrase; this is the only title eligible for the national poster contest.
- ✦ The following **rules** apply. Posters must be made on regular poster paper. The size of the poster can range from 8.5x11 inches up to 22x28 inches. Mediums including paint, crayons, colored pencils, charcoal, stickers, magic markers, paper, or whatever inspires the students can be used. No three-dimensional effects are allowed.
- ✦ Iowa children who participate in the poster contest are divided into **five divisions**:
- ✦ Division 1 - Grades K and 1
- ✦ Division 2 - Grades 2 and 3
- ✦ Division 3 - Grades 4 through 6 ✦ Division 4 - Grades 7 through 9
- ✦ Division 5 - Grades 10 through 12
- ✦ Posters are judged based on the following **criteria**:
 - 50% for Conservation Message
 - 30% for Visual Effectiveness
 - 10% for Originality
 - 10% for Universal Appeal

Rules & Selection Criteria for Digital Poster Contest

- ✦ Posters must reflect and include the title of this year's contest theme **"Healthy Soil Healthy Life"** on the poster. Don't use any other phrase; this is the only title eligible for the national poster contest.
- ✦ Poster can be horizontal or vertical, measuring 8.5" x 11"
- ✦ **Media:** Any mixed media suitable for reproduction as a poster, such as Canva, PicMonkey, Google Slides, Photoshop, InDesign, etc., is allowed. Digital posters must be original art and shall not include any copyrighted, trademarked or branded marks, images or phrases besides the NACD 2022 themed logo, if desired.
- ✦ **Submission format:** Digital design should be submitted as a **300 dpi JPEG or PNG**.
- ✦ Posters are judged based on the following **criteria**:
 - 50% for Conservation Message
 - 30% for Visual Effectiveness
 - 10% for Originality
 - 10% for Universal Appeal

Resources

✦ Please utilize the **downloads** on the **CDI website**, [CDI Poster Contest](#) and visit the **NACD website**, [NACD Stewardship and Education Materials](#) to fully understand the Conservation Poster Contest guidelines and for great **education and poster creation resources!**