

# Wellesley NEH Fall Fair: Scarecrow Competition Committee

## **Overview of Role:**

Members of the Scarecrow Competition Committee are responsible for planning, organizing, advertising, communicating with judges and participants, and giving the winners awards at Fair time.

Members of the Committee will interact with Google Drive, Google Docs, Google Forms, Gmail, Instagram, and Facebook.

## **Event/Program Associated With Role:**

The Scarecrow Competition is its own category in the Wellesley Township Fall Fair Prize Book. Judging of the scarecrow entries takes place a few days before the start of the Fair. However, the awards for the Competition are awarded during the Fair's Tuesday Night Program.

## **Responsibilities**

### **Administration:**

- Prepare and present a budget proposal to the Fair Board for activities and supplies for the Scarecrow Competition.
- Create a Registration Sheet to keep track of participants, a Google Form and submit it to individual(s) in charge of website maintenance.
- Create, and prepare the theme, competition information sheet, and Fair Book page.
- Check Scarecrow Email, Forms, and Instagram regularly to help participants register, and answer questions.
- Contact participants to remind them of competition deadlines as deadlines approach.
- Contact and schedule 2-3 judges to judge the competition in September. Transportation for the judges needs to be arranged, along with thank you gifts.
- Prepare certificates and ribbons for winners of the Scarecrow Competition.
- After the Fair, ensure that participant information is organized for statistical purposes and submit a report of the Scarecrow Competition to the Fair Board at the first meeting after the Fair.

### **Marketing & Advertising:**

- Prepare Instagram, and Facebook friendly (formatted) materials to advertise the Competition, OR prepare the information needed and send to Marketing Committee to be created.
- Create an online posting schedule.
- Prepare posters and deliver to local businesses.
- Post regularly on Instagram and Facebook to keep engagement up as Scarecrow Competition deadlines grow closer.
- Post thank you messages post-Fair and ask the public for respectful feedback.

### **Judging & Fair Days:**

- At least one member of the Committee should accompany Scarecrow judges on Judging Day.

- Give the judges their thank you gifts.
- On Fair day, prepare a “speech” to award the winners of the Competition. At least one member of the Committee should be at the Tuesday Night Program to present the awards to the Winners.

### **Skills & Qualifications:**

- Strong organizational skills and some administrative experience is helpful.
- Familiarity with Google products.
- Strong emailing and communication skills.
- Basic familiarity with Instagram and Facebook.
- Public speaking experience is an asset.

### **Time Commitment & Breakdown:**

As Fair time approaches (early September), so does the time commitment.

#### **January**

Scarecrow Committee Members meet to discuss theme, and organization of that year’s competition.

1-4 hours approx. total.

#### **February**

Committee Members may begin to prepare the Google Form, Email Signature, Registration Sheet, and social media Posting Schedule, or any of the “behind the scenes” administrative work. Time commitment will vary, as this work can be done any time up until the middle of June. Fair Book Page needs to be done by the end of February to be ready for printing in Fair Prize Book which will be distributed in May - September.

1-4 hours total.

#### **March**

Reference February.

#### **April**

Reference February.

#### **May**

If desired, the Scarecrow Mascot is created, and naming process begins online. A member may also attend the Wellesley Home and Garden Show with other Fair Board members and volunteers.

1-8 hrs total.

#### **June**

Competition information and announcement(s) need to be posted and printed by the end of June. Posters delivered, and social media accounts more active. Forms, emails, and administrative sheets all need to be ready. Will begin to respond to participant

questions/concerns. Any digital activities (scavenger hunts) will begin over the summer. Members may also attend the Wellesley Farmer's Market to advertise the Competition. Contact potential judges and schedule them in for Judging Day. 2 - 6 hr/ week approx. including Market Days (Saturdays 9-12pm).

### **July**

Continue helping participants register, advertising online, and attending Market Days. 2-6 hr/week approx. including Market Days (Saturdays 9-12pm).

### **August**

Continue helping participants register, advertising online, and attending Market Days. Remind participants of approaching deadlines. Confirm again with judges which will have been scheduled earlier in the summer. Arrange transportation for judges, and purchase thank you gifts for judges.

2 – 6 hr/ week approx. including Market Days (Saturdays 9-12pm).

### **September**

Prep route for Judging Day, finish advertising deadlines on social media, finalize registration list, lead judges through Judging Day, prep certificates for winners, prepare "speech" for Fair Night, attend Fair Night and present awards, post thank yous and ask for community feedback.

2-10 hrs/ first 2 weeks of September approx. including Judging Day and Fair Tuesday Night Program.

### **October**

Scarecrow Committee members meet and discuss the competition, prepare Committee report and submit to Fair Board at first meeting following the Fair.

2-4 hrs total.

### **Key Contacts:**

To be trained in this position contact Miranda Schultz at [mirandaschultz@live.ca](mailto:mirandaschultz@live.ca) or 519-807-0448.

Email: [wellesleyfallfair.scarecrows@gmail.com](mailto:wellesleyfallfair.scarecrows@gmail.com)

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