

HomeFront Remodeling Contest 2010: Participation Guide

The ***Building Better Lives HomeFront Remodeling Contest*** is a chance for local businesses, organizations, agencies and community members to creatively participate in our local United Way Campaign. This good-natured contest will create a collection of unique, individual HomeFronts. The campaign theme *Building Better Lives* will remind the community of the difference made by our local United Way and encourage community giving. More than 25 organizations participated in 2009, with more planned this year!

Remodeling a HomeFront can be a fun way to build team work and enthusiasm for your United Way campaign while showing the community your creativity. You can also consider recruiting a team of youth, friends, or others to do the remodeling project.

New HomeFronts must be displayed by September 17th.

Voting begins September 10th for those already on display!

See the complete Timeline on the last page of this guide. (Late entries will be accepted but may not be able to compete in all categories.)

Organizations that wish to display a HomeFront, but do not want to decorate it themselves, can request a “Model HomeFront” (already remodeled by area volunteers or agencies) as available.

HomeFront Remodeling Contest Participation Guidelines

Contest Rules:

- Each HomeFront is **remodeled/redecorated** to reflect the campaign theme: **Building Better Lives**.
- Each HomeFront should portray a **positive and caring image** in our community.
- HomeFronts can be **serious, silly, general, or specific** to one of the following UWWCE focus areas...the building blocks of better lives:
 - **YOUTH:** Ensuring Thriving Children and Youth
 - **BASIC NEEDS:** Providing Basic Needs and Financial Stability
 - **HEALTH:** Improving Health and Independence
 - **SELF-SUFFICIENCY:** Supporting Self-Sufficiency and Connection to services
- **The shape of the original HomeFront** must be clearly visible within the final design; however, additional details can be added such as chimney, siding, additions, lights. No specific colors or decorating methods are necessary, but rather creativity and imagination are the key!
- Each HomeFront **must contain** the slogan (exact words): **“Build Better Lives. Support Your Local United Way of Washington County-East.”** and the web address: **www.BuildBetterLives.org**
- **Optional:**
 - The company/organization/group name or logo
 - A “mailbox” for take away brochures that will be maintained by the HomeFront sponsor throughout the duration of the campaign (like a box for flyers used in real estate). Your HomeFront gets extra points for this!

Deadline for Completion: In order to be included in the contest judging, **each HomeFront must submit a color photo by email between September 7th-17th to info@uwwce.org.**

HomeFront entries after 9-17 may not be able to be judged in all categories.

Local Judges will judge each HomeFront on the following **judging criteria and scoring**:

- Creativity and originality 25 points
- Eye-catching, curb appeal 15 points
- Clear use of slogan and logo 15 points
- Positive, caring image and message 10 points
- 5 Bonus points for including a “Mail box” with United Way brochures kept dry and available.
- 5 “fun factor” points for HomeFronts that generate big smiles from judges.

TOTAL 75 Points

An additional 25 points can be earned based on votes cast for their HomeFront from community members. Residents can vote during the contest for their favorite HomeFront by simply visiting www.BuildBetterLives.org.

Winners will be selected in the following categories:

- Best Partner Agency HomeFront
- Best Business or Organization HomeFront
- Best School/Youth HomeFront
- Most creative HomeFront



First State Bank and Trust, winner BEST OF BUSINESS in 2009

Winners will receive:

- Prominent placement in a local advertising campaign and media releases.
- The genuine thanks from our local United Way and the community we serve!

[HomeFront Remodeling and Display Timeline](#)

[HomeFront REMODELLING FAIR:](#)

August 18 and 24, 4-7 PM or Aug 25th 6-9 PM AND August 31st from 4-7 PM!

HomeFronts available to remodel OR available for pick up to remodel offsite (at Xcel Energy). Some paint and other supplies will be on site to assist you. Bring your own brushes, additional paint and materials and your creativity! Please contact UW at 651-439-3838 or info@uwwce.org to register for a session at Xcel to get detailed directions to the site at the plant on Highway 95 South of Stillwater.

Sept 1-6	<i>“Model” and “Remodeled” and “to be remodeled”</i> HomeFronts delivered to organizations
September 7th-17th	All Remodeled HomeFronts get displayed and a photo of each participating HomeFront due to UW office info@uwwce.org, Judging begins on 9-17, so HomeFront entries after that date may not be able to compete in all categories.
Sept 6-Oct 23rd	HomeFronts on display for “Parade of HomeFronts” and judging
9/11-10/11	Winners Selected and announced in various categories
October/Nov	Final promotion of all winners

NEED SOME INSPIRATION? Look no further...

visit www.BuildBetterLives.org to see all the 2009 entries.



Left: Bill Lunn, UWWCE Celebrity Campaign Chair and KSTP anchor Matt Corbett, UWWCE Campaign Chair and gather their families around the BIG HomeFront, Remodeled by the Stillwater Art Guild in 2009 for UWWCE.

Right: YOUTH SERVICE BUREAU, winner BEST AGENCY in 2009



United Way of Washington County-East HomeFront Remodeling Contest
info@uwwce.org 651-439-3838