

# Secrets of a Winning Dora Maxwell or Louise Herring Entry

## What the judges look for when they select the winners in the national recognition programs

- **Review the program entry form** carefully and answer all of the questions relative to the one project you selected in the original format provided. The scoring is based on these elements, so the more information you provide in direct response to the questions, the higher your score.
- **Read the rules**, and make sure you're entering the appropriate competition. Remember: Dora Maxwell entries should focus on community involvement or social responsibility programs external to the credit union. Louise Herring entries should be based on your credit union's internal programs, and provide examples of how you put philosophy into action for your members.
- **Make your entry easy to read** and easy to follow. Include the name of your credit union on the front cover of the binder. Use a table of contents. Avoid handwritten entries, and use standard fonts: no italic style or small print. Print items you want read on white paper and refrain from printing on hard-to-read colors, such as magenta, purple, or neon orange. Misspellings leave a bad impression, too.
- **Clearly identify who is involved in your project.** Who did the work? Who were the beneficiaries? How many people were reached? While giving donations is admirable, the judges also look for strong volunteer involvement from staff within the credit union at all employment levels.
- **Bigger isn't always better.** Keep your entry to a manageable size. Keep it fresh: include current activities only, not programs or events from several years ago.
- **Include samples or descriptions** of the promotional materials related to the entry, not for your used vehicle sale or most successful loan promotion. Please avoid electronic media.