



2022 Wisconsin Dairy Excellence Award Program

Dairy Farmers of Wisconsin (DFW) will recognize County Dairy Promotion Groups (CDPGs) for outstanding Wisconsin dairy promotions with additional monetary awards. All CDPGs in good standing are eligible to apply.

Promotional Categories

- **Dairy is Good for my Body**
- **Dairy is Good for my Community**
- **Dairy is Good for my Planet**
- **National Dairy Month**

An independent judging panel will determine the dollar amount and distribution based on the number and quality of entries in each category. *There is no guarantee that each application will receive funds.*

Recognition Program Guidelines:

- All CDPGs who are eligible to apply for recognition awards are encouraged to do so. This is an excellent opportunity to earn additional funding for local dairy promotions.
- CDPGs must select their best, original dairy promotion activities/events from January 2022 to December 2022 and complete additional application questions for each promotion selected in the Funding Report Form.
- CDPGs may submit a maximum of two applications. Each application must be entered into a different promotional category. CDPGs are eligible to earn a monetary award in more than one category.
- Winning promotion groups from 2021 are eligible to submit applications. However, these groups should submit applications in a different promotional category for work done in the promotional time period of January 2022-December 2022.
- Selection criteria include –
 - Activity/event execution
 - Activity/event goal achievement
 - Originality and creativity
 - Measures of success
 - Improvement plans
- A panel of at least three independent judges will select the winning promotional activities or events based on the application forms submitted. These judges will be a part of the dairy industry. They will have no connection to Dairy Farmers of Wisconsin or affiliation with promotion groups to provide objectivity.
- Winning promotions and activities will be announced on the Dairy Farmers of Wisconsin Dairy Promotion webpage and special CDPG Connection e-blast.

- Winning applicants will be notified by email before May 15, 2023.
- Application forms are due **NO LATER THAN 11:59 p.m. January 31, 2023**. Date extensions will not be granted.

QUESTIONS?

Please get in touch with Tina Peterson (tpeterson@WisconsinDairy.org; 608-577-6842) if you have any questions about the Recognition Program.

Application Form

2022 County Dairy Promotion Group

Wisconsin Dairy Excellence Award Program

Please complete the application form in its entirety and email it to tpeterson@wisconsinmilk.org. Please plan to submit digital supporting materials, including links, photos, or uploads.

- 1. Describe how the activity was executed or implemented.**
Include as many specific details as possible and attach any supporting materials, including photos, video links, social media posts, handouts, and newspaper ads. (Limit 200 words)
- 2. What makes this activity unique or, how does it bring new focus to your dairy promotions?** (Limit 100 words)
- 3. Identify ways to improve and enhance this activity/event if your committee chooses to coordinate it in the future?** (Limit 200 words)
- 4. Why do you feel that this was a successful dairy promotion?** (Limit 200 words)
- 5. Is this the first year for this program/promotion? Y / N**

Tip: Review the included judges scoring rubric before applying (s)

Promotion Summary (From funds report) (15 pts)	Clearly defines needs and outlines goal of project with measurable outcome. (10-15 points)	Clearly outlines needs and goal of project, no measurable outcome. (5-10 points)	Needs and Goal of project stated in general terms. (1-5 points)	No needs, goal or objective outlined. (0 points)	Category score
Activity Execution / Implementation based on (Question 1) (30 pts)	Outlines activity in detail, fully describing all aspects of event. Reader clearly understands multiple steps completed. Includes detailed photos, clippings, etc. (25-30 points)	Outlines activity in detail, describing some aspects of event. Reader understands what was completed. Includes moderate amount of photos. (15-25 points)	Offers description of event; reader can determine what was done. (10-15)	Offers minimal description of activity, no detailed description of what was done. (10 points or less)	
Originality/Innovation and Creativity (Question 2) (20 pts)	Entire promotion is original and innovative. (20-15 pts)	Existing promotion is uplifted with new ideas and creativity. (15-10 pts)	Promotion has a small segment that is new. (10-5 pts)	No new activities included. (5 pts or less)	
Ways to Improve/Enhance (Question 3) (10 pts)	Creates a clear plan for improvement and expansion to use to guide the project in next year. (10-9 points)	Creates a clear plan for improvement, but no plan to repeat activity in upcoming year. (8-6 points)	Lists limited plan for improvement with no detail. (5-3 points)	Outlines no specific ways to improve project and does not plan to repeat. (2 points or less)	
Measure Success (Question 4) (15 pts)	Measures success with review of activities and specific consumer impact. (4-5 pts)	Measures success with specific consumer impact. (2-3 pts)	Measures success with estimate of consumer impact. (1 point)	States success with no specific measurement. (0 points)	
Target Audience	Promotion message was strong and was appropriate for identified target audience (10-8 pts)	Promotion messaging was strong, but target audience was not clearly identified (7-5 pts)	Promotion message was not clearly identified, target audience was not clearly identified (4-3 pts)	Messaging was not appropriate for target audience. (2 pts or less)	

Total: _____

Judges' Comments:
