



## **2021 Torch Awards Program Guidelines**

### **Introduction**

The FJMC invites you to participate in the 2021 Torch Awards Program. The goal of Torch Awards is to encourage the development of innovative programming, recognize those clubs that develop quality programming, build community, and support the growth and development of their clubs. We also want to share information about programs that can easily be used by clubs in the future.

Bring international recognition to your club today by creating and documenting your innovative programs now! You've got to be in it to win it!

This year we have added a new category for programs of excellence produced in the face of the corona virus. Such programs may be new and or an adaption of an existing program for implementation during COVID-19. We have also added two Region Awards to encourage Region participation and support of their clubs. The Region Participation Award will

be given to regions with the highest percentage of clubs submitting at least one application. The Region Overall Torch Award will be given to regions with the highest number of awards.

Please read through these program guidelines and instructions carefully. There is no need to recreate the wheel. After logging in to the [fjmc.org](https://www.fjmc.org) website, discover ideas from:

- a. 2019 Torch Award winners at <https://www.fjmc.org/2019-torch-award-winners>
- b. 2017 Torch Award winners at <https://www.fjmc.org/2017-torch-award-winners>
- c. 2015 Torch Award winners at <https://www.fjmc.org/2015-torch-award-winners>
- d. 2013 Torch Award winners at <https://www.fjmc.org/content/torch-awards-2013>
- e. 2011 Torch Award winners and prior at <https://www.fjmc.org/torch-award-listing>

Create your unique and innovative programming either by significantly altering and enhancing a previous program idea, or by creating a new novel program within the categories listed herein.

Plan to attend the 2021 International Convention where awards will be presented and where you can share your enthusiasm, achievements and commitment with fellow Men's Club leaders.

## **A. Purpose**

The purposes of the Torch Award Program are to:

1. Promote development of new, adapted or enhanced club programming and practices.
2. Reward programs and practices that achieve excellence.  
Gold, Silver and Bronze Torch Awards are presented across various categories based on the individual quality of programs.
3. Disseminate the best of club programming and practices.  
Awarded entries will be accessible through the FJMC website for other clubs to read, view video, adopt or adapt.
4. Use Torch Awards as example programs to assist all FJMC clubs to qualify for the FJMC Quality Club Awards.
5. Provide selected entries for display at the Convention 2021 Program Fair, showcasing the effort and creativity of Men's Clubs around the world.
6. Educate and stimulate club leaders at Convention 2021 with program ideas.

## **B. Timeline and Eligibility**

1. Clubs participating must be in good standing as of March 31, 2021. (Club dues and Membership list received by FJMC)
2. Programs to be considered for an award must have taken place between April 1, 2019 and April 15, 2021.
3. Torch Award entries must be submitted by April 23, 2021.

We don't want you to be caught in a last-minute rush. Hence, additional credit will be added to scores for applications submitted prior to March 1, 2021.

## **C. Awards**

### **Club Awards**

Club Awards will be given for innovative, adapted or enhanced program development in one of the following Categories:

- **Club Administration** - publicity, membership enhancement, leadership training, etc.
- **Community Outreach** - programs that donate time and/or resources to benefit the community
- **Educational Programming** – programs focused on learning in an area outside of other categories, whether for youth or adults
- **FJMC Other** – FJMC programs which are not included in the other torch award categories
- **Fundraising** – programs which involve your club and community in raising funds
- **Health and Wellness** - programs that promote physical and mental health
- **Hearing Men's Voices** – innovative formats or topics which engage new members in ongoing sessions; integrating into other synagogue activities; or formation of new HMV groups in other communities

- **Israel / Masorti** - programs that promote Israeli or Masorti causes worldwide
- **Jewish Observance** - programs that encourage, promote, and develop Jewish observance
- **Joint Programming** – programs run between local, regional, national, or international clubs
- **Keruv** – trained lay/professional partnerships which welcome interfaith men and women into our synagogues and family life
- **Men’s Club Shabbat** – programs which engage members as Shabbat leaders and grow your club
- **Programming for Younger Men, 39 and younger** – when we reach out to younger men, we strengthen our abilities
- **Shomrei Ha’aretz** - programs that promote and address environmental concerns
- **Synagogue Service Project** - programs to support specific needs of the congregation
- **World Wide Wrap** – we lead by example and teach through innovative engagement using all media, method and spirit
- **Yom HaShoah Yellow Candle** – programs which distribute Yellow Candles and encourage remembrance
- **Family And Youth Programming** - programs which engage families, and or congregation youth from pre-school through high school
- **COVID-19** – New or adapted programs that are innovatively produced in the face of COVID-19

- **Best Overall Activities** – high standard of a full year’s activities.

If you are not sure of the most appropriate category, the chairmen will review your submission and decide for you.

Gold, Silver and Bronze awards will be issued. The Gold level will recognize the highest level of innovative programming. There may not be a Gold Award in each category. Silver and Bronze Awards are intended to recognize excellent, well documented programs that can be duplicated by other clubs. At the discretion of the Co-Chairs, there may be multiple awards at each level.

Awards for Best Overall Program(s) will be presented to those receiving the highest cumulative scores across all categories. Programs will not be submitted specifically for an Overall Program award. Determination will be at the discretion of the Chairmen.

Awards will be presented at the 2021 International Convention. Entries and videos will be made accessible through the FJMC website.

## **Region Awards**

This year, for the first time, awards will be made to regions that do the most to encourage and support their clubs in

participation. The Region Participation Award will be given to the regions with the highest percentage of clubs submitting at least one application. The Overall Region Torch Award will be given to the regions with the highest weighted number of Torch Awards, where Gold is 3, Silver is 2 and Bronze is 1.

## **D. Torch Award Application and Submission**

The 2021 Torch Award Application is to be prepared and submitted online at:

<https://www.fjmc.org/torch-award-2021-application>

You must be logged in to the FJMC website. The application, once initiated, can be closed and re-entered until submitted.

The following format will be used for naming files:

“FJMC TA 2021\_ChapterName\_ProgramName\_[additional description].[file suffix]” Log in is required.

## **Video Submission**

While not necessary for your application, you may submit a 3-5 minute video describing your program. Feel free to be creative in your submission and include the following components:

- brief introduction, including club/program name and goal of the program
- a description of the program, including photos and or video clips of the program activities

- Results and impact of program

We would prefer that you not submit “talking head” videos – your videos should convey the enthusiasm and spirit of your club and your program!

Please name your video file(s) in the following manner:

“FJMC Torch Awards 2021\_ChapterName\_Program  
Name\_#”

For example, a single file could be named

“ FJMC Torch Awards 2021\_Beth El\_Sukkah Brigade”.

Two files would be named “FJMC Torch Awards 2021\_Beth El\_Sukkah Brigade\_1” and “FJMC Torch Awards 2021\_Beth El\_Sukkah Brigade\_2”

Submit your video(s) through YouTube. Upload files at [www.youtube.com](http://www.youtube.com) via your own account. This will allow more flexibility with respect to file formats and video size. Once you have completed the upload, make sure the video is published as a public file. You will then provide us with the URL link for the submitted video, i.e. “[http://youtu.be/aXds2soO\\_o3](http://youtu.be/aXds2soO_o3)”

Programs that receive a Gold torch award may be asked to submit raw video footage to the Torch Co-chairs for further editing and presentation at the 2021 Convention.



## E. Judging

Submissions will be independently judged by multiple judges using the criteria listed below. Scores, up to the maximum for each criteria, will be assigned by the scoring Judge. Total scores by the Judges will be averaged and compared with other submissions within a category. The highest scores will be awarded. Judges will not score their own club's submissions.

	Criteria	Max Points
• Is the application clear and complete?		10
• How unique / innovative is this program?		15
• How well was the program planned and marketed?		10
• Was the program successful? Were participants engaged and did they enjoy it?		15
• Does the program support the growth and development of the club and its members?		10
• Does the program enhance relations and support the synagogue, other clubs, FJMC and/or the community?		10
• Does the program foster love of the Jewish religion, culture and heritage?		10
• Does the submission allow another club to easily replicate the program?		10
• Bonus for early submittal, good use of videos and photos, and other supporting data		<u>10</u>
	Total	100

## **Help Us Make A Truly Great Torch Award Ceremony**

When we announce the awards, we will show a single picture from the successful club. The picture can be the club president, the leader of the project, a group of members, or a picture from the project. The picture should be as large as possible to provide fidelity. Please include such a picture as an attachment in your application.

### **F. Questions?**

The Torch Award Chairmen can be reached at [torchaward@fjmc.org](mailto:torchaward@fjmc.org), or as follows:

Colin-Pullan, 2021 Torch Award Co-Chair;  
[colinclp@sbcglobal.net](mailto:colinclp@sbcglobal.net), 818 585 4676

Hal Freed, 2021 Torch Award Co-Chair; [hiphal2@verizon.net](mailto:hiph2@verizon.net),  
(301) 987-2478

**THANK YOU VERY MUCH** - We look forward to sharing your successes with the FJMC, and to seeing you at Convention 2021!

Colin Pullan, 2021 Torch Award Co-Chair  
Hal Freed, 2021 Torch Award Co-Chair

October 30, 2020 (revised 3/21/2021)