



TEXAS MASTER NATURALIST 2025 ANNUAL MEETING

October 16-19 | College Station, TX

Texas Master Naturalist Project Fair

The Texas Master Naturalist Program invites chapters to participate in the annual Project Fair, held in conjunction with our Annual Meeting each year. Chapter members continually list this as a favorite way to learn about the conservation, education and stewardship projects other chapters are doing and how they may be able to replicate such projects in their areas. **Each chapter may only submit one project.** Extensions of projects from the immediate previous year's winning projects are not eligible for current year's awards.

Key Dates & Deadlines

- Written Entry Submission Deadline: 11:59pm September 1 (via [TMN website](#))
- Virtual Presentation Date: September 9, 2025 (tentatively scheduled for 10:00am – 2:00pm)

What is an Exemplary Project?

The following qualities define an exemplary project entry for the Project Fair:

1. Relevance & Purpose

- Addresses a clear local natural resource or community need
- Needs-driven: tackles a pressing issue for naturalists or conservation
- Aligns with the mission and goals of the Texas Master Naturalist Program

2. Practicality & Replicability

- Doable and sustainable for any chapter to replicate
- Offers useful takeaways and implementation strategies for other chapters

3. Chapter Leadership & Engagement

- Initiated and led by the chapter, not solely by partners
- Involves multiple chapter members, showcasing diverse skills and collaboration

4. Visibility & Communication

- Raises awareness of the chapter and the TMN program's values
- Tells a compelling story—ideal for marketing, social media, or outreach
- Clearly identifies the chapter and TMN involvement

5. Impact

- Serves as a recruitment or education tool
- Creates behavioral or attitudinal shifts about conservation and nature
- Demonstrates measurable outcomes and multi-faceted impacts

6. Organization & Execution

- Well-planned and executed with attention to detail
- Demonstrates strong coordination, timeline management, and project delivery

Submission Requirements

1. Written Entry Submission: (Due September 1)

Submit a written entry via [TMN website](#) and include:

- Project title
- Chapter name
- Contact info for presenter(s)
- Brief (one paragraph) project description with:
 - Project goals
 - Implementation methods
 - Community/chapter impact

2. Virtual Presentation (Tuesday, September 9, 2025 via WebEx)

- **20-minute time slot** (15 min presentation + 5 min Q&A).
 - Specific presentation times will be scheduled after the written submission deadline.
- A **tech-check** will be scheduled in advance for all project leaders.
- Present to judges and to webinar audience during #TMNTuesday.
 - Judges may include state leadership, partner organizations and TMN members from non-participating chapters.
- Include visuals (slides, photos, video clips, interviews).
- Focus on storytelling, methods, results, and lessons learned.

Virtual Presentation Content:

Presentations should clearly communicate the project's purpose, execution, and impact. Please include the following:

- **Project Overview:** Summary of the project's goals and the ecosystem/community need it addressed
- **Implementation:** How the project was carried out, including methods and timeline
- **Resources & Support:**
 - Materials, funding, or grants used
 - Partner organizations, sponsors, or collaborators involved
- **Volunteer Engagement:**
 - Number of participants
 - Total volunteer hours contributed
- **Outcomes & Impact:**
 - Conservation or chapter-level impact
 - Community benefits and measurable results
- **Challenges & Lessons Learned:**
 - Pitfalls to avoid for chapters replicating the project
 - Key takeaways and what you'd do differently next time
- **Fun Facts & Highlights:** Unique or memorable aspects of the project
- **TMN Visibility:** Include visuals (photos, video, etc.) that clearly identify it as a Texas Master Naturalist project—e.g., members in TMN shirts, name tags, or signage

Judging

Judges may include state leadership, partner organizations and TMN members from non-participating chapters.

Criteria (Total 100 points):

Criteria	Points
Reflects TMN mission and goals	0–20
Represents a local/community need	0–10
Useful & practical for other chapters	0–15
Originated and led by chapter, involving multiple members	0–20
Measurable outcomes and multiple impacts	0–15
Well organized and executed	0–10
Enhances chapter visibility	0–10
Bonus (Judges' discretion)	0–10

Insights from Past Judges:

Keep these tips in mind to help your project stand out:

- **Tailor for public use:** Create a presentation that could be used beyond the competition—clearly explain the project, its impact, and the chapter behind it.
- **Internal projects are welcome:** Share how your chapter is improving its operations, along with the reasons and outcomes.
- **Presentation matters:** Neatness, clarity, and creative design make a difference.
- **Follow TMN branding:** Use correct logos, chapter names, and identification materials.
- **Be innovative:** Unique and original projects capture judges' attention.
- **Engage your audience:** Make your presentation impactful, visually compelling, and story-driven.
- **Speak with passion:** Enthusiastic and well-prepared presenters leave a strong impression.
- **Tell the full story:** Use the virtual format to share details that may not fit in a traditional display.
- **Avoid information overload:** Don't crowd slides with too much text or use fonts that are hard to read.

Awards & Recognition:

- Written submissions and recorded virtual presentations will be highlighted and shared on social media, our state TMN website, and the Annual Meeting website prior to the event for all chapters, members, and meeting attendees to view.
- Projects may be highlighted on the State TMN Program Annual Report and on social media.
- First, second and third place awards will be given out during the Saturday evening awards ceremony at the Annual Meeting in October.
- Awards will be in the form of monetary project grants based on place level and availability of funds to the winning chapters which are intended to further support the winning projects or new chapter project implementations of the chapters' choice.