

PRNews' Nonprofit PR Awards

*"Setting Standards of Nonprofit PR
Excellence Since '05"*

Entry Deadline: December 2, 2011

Late Deadline: December 9, 2011

**Winners will be honored on
March 15 in D.C.**

www.prnewsonline.com/nonprofit

BECOME THE STANDARD... **ENTER TODAY!**

PR News' Nonprofit PR Awards is the industry's top honor in the PR/Communications nonprofit sector, recognizing the most exceptional, most innovative programs- those that go above and beyond the status quo.

As part of the nonprofit world, you face a particular set of challenges in designing successful campaigns that others' don't. Your campaigns must be specially crafted to overcome financial burdens, help manage critical public issues and project a positive image on your industry.

Don't let your exemplary hard work go unnoticed. Enter your campaign today, and show us you have what it takes to become the new standard of nonprofit excellence. Winners and honorable mentions will be honored during an awards luncheon on March 15, 2012 at the National Press Club in Washington, DC.

Winners will be awarded in the following categories:

- Advocacy Campaign and Lobbying Efforts
- Annual Publication or Brochure
- Blog/s
- Branding/Re-Branding
- Corporate/Nonprofit Partnership/s
- Crisis Management
- Digital PR and Marketing
- Email Newsletter/s
- Employee / Internal Communications
- Event PR
- External Publication or Report (online or print)
- Facebook Communications Campaign
- Fundraising
- Green PR/Marketing
- Internal Publication (online or print)
- Marketing
- Media Relations
- Member Communications
- New Member
- Member Retention
- Natural Disaster Communications
- Nonprofit Partner of the Year
- PR on a Shoestring Budget
- Press Release
- Promotional Items/Merchandise
- Public Affairs/Issues Management
- Public Service
- Social Media
- Social Responsibility Campaign/Initiatives
- Twitter Communications Campaign
- Video and/or Podcast Program
- Volunteer Program
- Web Site

People Categories:

- Nonprofit Communicator of the Year
- Association/Nonprofit Team of the Year

For questions or additional information, please contact
Mary Lou French at 301-354-1851; mfrench@accessintel.com

Enter online at: www.prnewsonline.com/nonprofit