

# CALL FOR ENTRIES

## PRNews' NonProfitPRawards

**Deadline:** September 19, 2008  
Presented by *PR News*

Saluting Excellence  
in Communications  
Among NonProfit  
Organizations  
and Their Partners

Enter online at [www.prnewsonline.com](http://www.prnewsonline.com)

Sponsored by:



PR News' NonProfit Awards Program is solely dedicated to honoring the most talented communicators and teams in this sector. Juggling the needs of various constituents, managing critical public issues, projecting a positive image of an industry and its members—these are the many challenges facing communications professionals at nonprofits and associations worldwide.

Enter PR News' NonProfit PR Awards program and join a distinguished circle of those holding the key to "best practices" in the nonprofit communications arena. We're not looking for the campaigns or initiatives that are just "good" or "make budget": we're looking for the best, the most innovative, the highly creative, those that exceed expectations. So show us what you've done and get recognized for all your hard work.

The NonProfit PR Awards are presented by the leading industry publication PR News and are judged by a blue-chip panel of communications experts. Winners will be recognized on December 4, 2008 at an awards event in Washington DC, in PR News and on prnewsonline.com

### WHO SHOULD ENTER?

This awards program is open to any communications/marketing team at a nonprofit organization, association, government agency, NGO or educational institution. Where applicable, categories are also open to corporate PR professionals and PR firms. Size of organization and campaign budget are taken into consideration and will be judged relative to campaign goals and returns.

### CATEGORIES

- Advocacy Campaign and Lobbying Efforts
- Blog
- Corporate/NonProfit Partnership/s
- Corporate Social Responsibility Campaign/Initiatives
- Crisis Management
- Employee Communications
- Event PR
- External Publication (online or print)
- Fundraising and/or Membership Campaign
- Interactive PR and Marketing
- Internal Publication (online or print)
- Marketing
- Media Relations Campaign
- Member Communications
- Podcast
- PR on a Shoestring
- Press Release
- Public Service Campaign
- Volunteer Program
- Web Site

### PEOPLE CATEGORIES

- NonProfit PR Professional of the Year (VP and above)
- NonProfit PR Professional of the Year (Manager level)
- Government Communicator of the Year (VP and above)
- Government Communicator of the Year (Manager level)

Descriptions of categories can be found at [www.prnewsonline.com](http://www.prnewsonline.com)

### NATIONAL AND INTERNATIONAL RECOGNITION

PR News NonProfit PR Awards winners will gain:

- Recognition at Awards event in December honoring the winners and honorable mentions.
- A Crystal Award.
- Recognition in PR News.
- Promotion via a profile in PR News.
- Coverage on PR News Online and a link to the winner's Web Site—plus an exclusive page for winners on prnewsonline.com.
- Exposure through press announcements.

### GENERAL ENTRY RULES

#### ELIGIBILITY

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between September 1, 2007 and September 1, 2008. Some of the work must have occurred during this time, but it's not necessary for it to be completed during the eligibility period, and it can be on-going.

The NonProfit Awards are open to all individuals and teams worldwide including:

- NonProfit organizations/associations/government organizations
- PR firms representing a nonprofit client
- Corporate teams partnering with a nonprofit
- NonProfit Colleges and Universities

#### HOW TO ENTER

(YOU CAN MAIL YOUR ENTRY OR GO ONLINE TO ENTER.)

#### COMPILING YOUR ENTRY

At the beginning of your 2-page synopsis, the following information must be listed: (see website for People Categories)

- Category entered
  - Title of entry (as it would appear on your award)
  - Key contact for entry
  - Organization submitting entry (multiple organizations can be listed)
  - Budget (All budget information is strictly confidential and will not be published w/o expressed permission.)
- \* If you are mailing your entry, there are no binder specifications when compiling your entry.*

#### YOUR ENTRY

Within your 2-page synopsis, please describe your campaign or PR initiative using the following sub-headings:

- Objectives
- Research
- Challenges
- Strategy/ Tactics
- Execution
- Evaluation of Success
- Results (as it relates to category you enter)

#### SUPPORTING MATERIALS

Supporting materials should show evidence of the success of your work. Examples include:

- CDs
- Membership & Fundraising Stats
- Brand Media Coverage
- Clippings
- Photos
- Research Documents
- Testimonials
- Web Stats

#### IF YOU ARE SENDING YOUR ENTRY

- 3 copies of your completed entry form
- Entry fee (payable to Access Intelligence/PR News)
- Ten copies of your synopsis
- 1 set of supporting material

PR News will not return any entries or supporting materials.

#### Win in more than one category!

Multiple entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the "How to Enter" instructions above for each additional category you will be entering.

#### SEND ENTRIES TO

Lana Zektser, PR News NonProfit Awards, Access Intelligence, LLC, c/o PR News,  
4 Choke Cherry Road  
2nd Floor,  
Rockville, MD 20850  
Please indicate in the left corner of the package the categories you are entering.

### DEADLINES

Deadline: September 19, 2008 • Late Deadline: September 26, 2008

All entries must be postmarked by Friday, September 19, 2008. Entries postmarked between September 20, 2008 and September 26, 2008, please add a \$150 late fee per entry. Finalists will be notified in early August and honored on December 4, 2008 during an Awards event at the National Press Club in Washington D.C.

### ENTRY FEES

Payment in full must accompany the entry. Entry fees are not refundable.

### SPONSORSHIP INFORMATION

For sponsorship of the PR News NonProfit PR Awards event and special issue, please contact PR News Group Publisher, Diane Schwartz at 212-621-4964 or [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).

### ENTRY QUESTIONS

Please contact Awards Coordinator Saun Sayamongkhun at, 301-354-1610 or [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com).

### NONPROFIT AWARDS FAQs

#### HOW ARE THE ENTRIES JUDGED?

Entries are judged by a blue chip panel of communications experts, as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning and implementation. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

#### WHEN WILL I BE NOTIFIED ABOUT THE STATUS OF MY ENTRY?

You will be personally contacted by PR News staff regarding your entry only if you are named a finalist in the award program. Finalists are notified at least 45 days in advance of the event in Washington DC in December. Finalists will be announced publicly in October.

#### HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

Emphasize the goals of your campaign, as well as your campaign's achievements, in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

#### MUST WE INCLUDE OUR CAMPAIGN BUDGET?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published without approval.

#### WHAT IS YOUR TAX ID NUMBER?

52-2270063



# PR News' NonProfit PR Awards Entry Form

DEADLINE: SEPTEMBER 19 • LATE DEADLINE: SEPTEMBER 26

Enter Online: [www.prnewsonline.com](http://www.prnewsonline.com)

## CATEGORIES

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## ENTRY FEE

### (ASSOCIATION/NONPROFIT/CORPORATE/AGENCIES)

- Primary entry: \$290 each @ \$290 each \$ \_\_\_\_\_
  - Secondary entry of same campaign\*\* into one or more categories: \$145 each @ \$145 each \$ \_\_\_\_\_
  - Late entry fee: \$150 per entry @ \$150 each \$ \_\_\_\_\_  
(for entries sent between Sept. 20 and Sept. 26)
- Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry **postmarked** after September 20, 2008.

\* Payment in full must accompany the entry. \*\* If your organization is entering another campaign, please submit separate entry form.

\_\_\_\_\_  
Title of Entry (as you'd like it to appear on your award)

\_\_\_\_\_  
Contact Name/Job title

\_\_\_\_\_  
Association/Company/Agency Name

\_\_\_\_\_  
Contact Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Zip

\_\_\_\_\_  
Telephone of Contact

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email Address (Required)

## PAYMENT OPTIONS

- Check (payable to Access Intelligence/PR News)
- Money Order    Mastercard    Visa    American Express

### DETACH AND RETURN WITH ENTRY

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please insure you complete all sections below and provide all required details with your entry. This entry form can also be found at [www.prnewsonline.com](http://www.prnewsonline.com).

\_\_\_\_\_  
Credit Card #

\_\_\_\_\_  
Exp.

\_\_\_\_\_  
Print name of cardholder

\_\_\_\_\_  
Signature

Receipts: Toyin Salau at [tsalau@accessintel.com](mailto:tsalau@accessintel.com) • W9 Forms: [kchestnutt@accessintel.com](mailto:kchestnutt@accessintel.com)

**Entry fees are not refundable. Access Intelligence—Tax ID #52-2270063**  
One total payment for all entries is recommended.