PR News' NonProfit PR awards

PR News' Nonprofit Awards Program is solely dedicated to honoring the most talented communicators and teams in the NonProfit sector. 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. So show us what you've done and get recognized for all your hard work!

Deadline: August 6, 2010 • Enter Online: www.prnewsonline.com/nonprofit

Enter as many categories as you like, but please tailor your entry to the category you are entering.

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

People Categories

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

Compiling Your Entry (visit prnewsonline.com/nonprofit for full details)

What to Send

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

Supporting Materials

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

• Web sites/URLs • Membership & Fundraising Stats • Brand Media Coverage • Clippings • Photos • Research Documents • Testimonials • Web Stats

How To Enter: Use this form or visit www.prnewsonline.com/nonprofit for additional category information, and to enter online.

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Deadline: August 6, 2010
Late Deadline: August 13, 2010
Event: November 3, 2010 – DC

Entry From *(All Information Required)*

Title of Entry: _____

Name/Job Title: _____

Company/Budget: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Entry Fees

❏ Primary entry: $300 each — $300 each $_____

❏ Secondary entry of same campaign** into one or more categories: $175 each — $175 each $_____

❏ Late entry fee: $175 per entry (for entries sent between Aug. 7, 2010 and Aug. 13, 2010) — $175 each $_____

Total $_____

The late entry fee must be applied to each individual entry postmarked after August 6, 2010.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Enter Online: www.prnewsonline.com/nonprofit

Payment Options

❏ Check (payable to Access Intelligence/PR News) ❏ Money Order

❏ Mastercard ❏ Visa ❏ Discover ❏ American Express

Credit Card # _____ Card Verification # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable.
Access Intelligence Federal Tax ID#: 52-2270063

Questions? Contact Awards Coordinator Saun Sayamongkhun at 301-354-1610; ssayamongkhun@accessintel.com.
Sponsorship Opportunities: VP & Publisher, Diane Schwartz at 212-621-4964; dschwartz@accessintel.com.

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