

PR News Nonprofit PR Awards Entry Form ■ Deadline: August 6, 2010

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 ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at www.prnewsonline.com/nonprofit.

- Advocacy Campaign and Lobbying Efforts
- Annual Publication or Brochure
- Blog/s
- Branding/Re-branding Campaign
- Corporate/Nonprofit Partnership/s
- Community Outreach
- 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 - we will bestow several awards in this category based on job title and experience
- Association/Nonprofit Team of the Year

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

City

Contact Name/Job title

State/Zip

Company Name

Telephone of Contact

Agency Name (if applicable)

Fax (Required)

Contact Address

Email Address (Required)

ENTRY FEES

- Primary entry: \$300 each \$290 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$175 each \$150 each \$ _____
 - Late entry fee: \$175 per entry \$160 each \$ _____
(for entries sent between August 7, 2010 and August 13, 2010)
- Total \$ _____

PAYMENT OPTIONS

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

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

The late entry fee must be applied to each individual entry postmarked after August 7, 2010.

* Payment in full must accompany the entry.

** If your organization is entering another campaign, please submit separate entry form.

Entry fees are not refundable.

Access Intelligence Federal Tax ID#: 52-2270063

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Call For Entries

PRNews' NonProfitPRawards

Sponsor:  PRWeb
Exclusive Wire Service of PR News' Awards Programs

Deadline:
August 6, 2010
Presented by PR News

Saluting Excellence in Communications
Among Nonprofit Organizations and Their Partners

Enter online at www.prnewsonline.com/nonprofit

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 November 3, 2010 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.

NATIONAL AND INTERNATIONAL RECOGNITION

PR News Nonprofit PR Awards winners will gain:

- Recognition at Awards event in November honoring the winners and honorable mentions.
- A Crystal Award.
- Recognition in PR News.
- Promotion via a profile in PR News.
- Coverage 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, 2009 and August 1, 2010. 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 in your entry or enter online at www.prnewsonline.com/nonprofit.)

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

SUPPORTING MATERIALS

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

- | | |
|----------------------------------|----------------------|
| ● Websites/URLs | ● Photos |
| ● Membership & Fundraising Stats | ● Research Documents |
| ● Brand Media Coverage | ● Testimonials |
| ● Clippings | ● Web Stats |

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.

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.

SEND ENTRIES TO

Mary-Lou French, PR News Nonprofit Awards
Access Intelligence, LLC, c/o PR News,
4 Choke Cherry Road
2nd Floor
Rockville, MD 20850

DEADLINES

Deadline: August 6, 2010
Late Deadline: August 13, 2010

All entries must be postmarked by Friday, August 6, 2010. Entries postmarked between August 7, 2010 and August 13, 2010, please add a \$175 late fee per entry. Finalists will be notified in October and honored on November 3, 2010 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.

ENTRY QUESTIONS

Please contact Awards Coordinator Rebecca Stortstrom at, 301-354-1610 or rebecca@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 November. 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

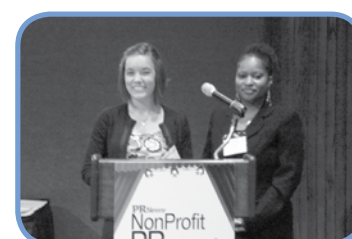
CATEGORIES:

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Advocacy Campaign and Lobbying Efforts <input type="checkbox"/> Annual Publication or Brochure <input type="checkbox"/> Blog/s <input type="checkbox"/> Branding/Re-branding Campaign <input type="checkbox"/> Corporate/Nonprofit Partnership/s <input type="checkbox"/> Community Outreach <input type="checkbox"/> Crisis Management <input type="checkbox"/> Digital PR and Marketing <input type="checkbox"/> Employee Communications <input type="checkbox"/> Event PR <input type="checkbox"/> External Publication or Report (online or print) <input type="checkbox"/> Fundraising Campaign <input type="checkbox"/> Green PR/Marketing <input type="checkbox"/> Internal Publication (online or print) <input type="checkbox"/> Marketing <input type="checkbox"/> Media Relations Campaign <input type="checkbox"/> Member Communications <input type="checkbox"/> New Member Campaign <input type="checkbox"/> Member Retention Campaign <input type="checkbox"/> Natural Disaster Communications | <ul style="list-style-type: none"> <input type="checkbox"/> Nonprofit Partner of the Year <input type="checkbox"/> PR on a Shoestring Budget <input type="checkbox"/> Press Release <input type="checkbox"/> Promotional Items/Merchandise <input type="checkbox"/> Public Affairs/Issues Management <input type="checkbox"/> Public Service Campaign <input type="checkbox"/> Social Media Campaign <input type="checkbox"/> Social Responsibility Campaign/Initiatives <input type="checkbox"/> Use of Twitter <input type="checkbox"/> Video and/or Podcast Program <input type="checkbox"/> Volunteer Program <input type="checkbox"/> Web Site |
|---|---|

PEOPLE CATEGORIES

- Nonprofit Communicator of the Year - we will bestow several awards in this category based on job title and experience
- Association/Nonprofit Team of the Year

Descriptions of categories can be found at www.prnewsonline.com/nonprofit



Enter Online at www.prnewsonline.com/nonprofit