

# PRNews' Nonprofit PR Awards



Entry Deadline: **October 17, 2014** | Late Deadline: **October 24, 2014**

## Categories

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

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

## People Categories

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

## How To Enter:

Mary Lou French  
PR News' Nonprofit PR Awards  
Access Intelligence  
4 Choke Cherry Rd, 2nd Fl  
Rockville, MD 20850

### Entry Form (All Information Required)

Name of Campaign, Corporation: \_\_\_\_\_

Name & Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

### Deadline:

October 17, 2014

### Late Deadline:

October 24, 2014

### Event:

Spring 2015

## Compiling Your Entry (visit [www.prnewsonline.com/nonprofit2014](http://www.prnewsonline.com/nonprofit2014) for full details)

### What to Send

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

- Objectives • Research • Strategy • Execution • Evaluation of Success/Results/ROI • Budget (optional) • \*Please provide three (3) copies of all materials including your synopsis.

### Supporting Materials

Supporting materials should show evidence of the success of your work. It can be any of the following: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials. For all mailed entries, please provide three (3) copies of all materials including your synopsis.

## Entry Fees

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Primary entry: \$350 each   | \$350 each \$ _____ |
| <input type="checkbox"/> Secondary entry of same campaign** into one or more categories: \$225 each                          | \$225 each \$ _____ |
| <input type="checkbox"/> Late entry fee: \$225 per entry<br>(for entries sent between October 18, 2014 and October 24, 2014) | \$225 each \$ _____ |
|  | Total \$ _____      |

The late entry fee must be applied to each individual entry postmarked after Oct. 17, 2014.

\* Payment in full must accompany the entry.

\*\* If entering more than one category, please submit separate entry forms.

## Payment Options

- |   |   |
|---|---|
| <input type="checkbox"/> Check (payable to Access Intelligence/PR News) | <input type="checkbox"/> Money Order      |
| <input type="checkbox"/> Mastercard                                     | <input type="checkbox"/> Visa             |
| <input type="checkbox"/> Discover                                       | <input type="checkbox"/> American Express |

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

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

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

Entry fees are not refundable.

Access Intelligence Federal Tax ID#: 52-2270063

Visit [www.prnewsonline.com/nonprofit2014](http://www.prnewsonline.com/nonprofit2014) for more information

**Questions?** Please contact Rachel Scharmann at [rscharmann@accessintel.com](mailto:rscharmann@accessintel.com)

**Sponsorship Opportunities:** SVP & Group Publisher, Diane Schwartz at [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).