

PR News Nonprofit Awards Entry Questions

Campaign Categories:

1. Campaign Name
2. Team Members Names
3. Objectives - Clearly state the objectives for the work that you're entering.
4. Research
5. Strategy - Your strategy should explain the thinking and the strategic approach behind your work.
6. Execution
7. Evaluation of Success/ROI/Results - Show how successful you were in achieving the objectives. Include metrics and any research-based evidence that supports the success.
8. Budget (This information is confidential. It will be visible to the judges, but will not be made public)

Nonprofit Team of the Year:

1. Professional Achievement - Specific campaigns or efforts spearheaded by this team in the past year, and related outcomes.
2. Creativity/Innovative Thinking - Examples of how this team displayed creative through processes throughout the year.
3. Sound Judgement - Examples of sound judgement demonstrated by the team.
4. Flexibility - Example(s) of how the team exhibited flexibility in the workplace.
5. Application of Key Tenets of PR - How this team applied key tenets of PR - from reputation management to measurement.
6. Team Photo

Nonprofit Professional of the Year:

1. Professional Achievements: Specific campaigns or efforts spearheaded by this team in the past year, and related outcomes.
2. Creativity/Innovative Thinking - Examples of how this person displayed creative thought processes throughout the past year.
3. Sound Judgement - Examples of sound judgement demonstrated by the nominee.
4. Application of Key Tenets of PR - How this person applied key tenets of PR - from reputation management to measurement.