

# PR News Non Profit PR Awards Entry Form

## DEADLINE: SEPTEMBER 14, 2007

### CATEGORIES

- Advocacy Campaign and Lobbying Efforts
- Corporate Partnership/s
- Crisis Management
- Employee Communications
- Event PR
- External Publication
- Fundraising and Membership Campaign
- Interactive PR and Marketing
- Internal Publication
- Marketing Communications
- Media Relations Campaign
- Member Communications
- PR on a Shoestring
- Press Releases
- Public Service Campaign
- Web Site
- Nonprofit PR Professionals of the Year
- VP
- Director
- Manager

### ENTRY FEE

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

- Primary entry: \$260 each @ \$260 each \$ \_\_\_\_\_
  - Secondary entry of same campaign\*\* into one or more categories: \$130 each @ \$130 each \$ \_\_\_\_\_
  - Late entry fee: \$130 per entry @ \$130 each \$ \_\_\_\_\_  
(for entries sent between Sept. 15 and Sept. 21)
- Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry **postmarked** after September 14, 2007.

\* 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 *PR News*)
- Money Order
- Mastercard
- Visa
- American Express

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.

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# ...FOR PR INNOVATION AT NONPROFITS

## Deadline: September 14, 2007 Presented by PR News

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

# CALL FOR ENTRIES

## PRNews' NonProfitPRawards

### Deadline: September 14, 2007 Presented by PR News

## Saluting Excellence in Communications Among Nonprofit Organizations and Their Partners

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. And *PR News*' NonProfit Awards Program is solely dedicated to honoring the most talented communicators and teams in this 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. 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 in December 2007 at an awards event in Washington DC, in *PR News* and on [prnewsonline.com](http://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
- Corporate Partnership/s
- Crisis Management
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- Fundraising and Membership Campaign
- Interactive PR and Marketing
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- Public Service Campaign
- Web Site
- Nonprofit PR Professionals of the Year

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 November 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](http://prnewsonline.com).
- Exposure through press announcements.



### ELIGIBILITY

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between September 1, 2006 and September 1, 2007. 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

#### COMPILING YOUR ENTRY

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

- 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.)

\* There are no binder specifications when compiling your entry.

#### YOUR WRITTEN 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

Send five copies of your entry form, ten copies of your synopsis, five copies of supporting material and the entry fee. (see info below on multiple entries)

*PR News* will not return any entries or supporting materials.

#### SENDING YOUR ENTRY

- Five copies of your completed entry form
- Entry fee (payable to *PR News*)
- Ten copies of your synopsis
- Five copies of any supporting material

#### 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 14, 2007 • Late Deadline: September 21, 2007

All entries must be postmarked by Friday, September 14, 2007. Entries postmarked between September 15, 2007 and September 21, 2007, please add a \$130 late fee per entry. Finalists will be notified in early August and honored on December 4, 2007 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 301-354-1761 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



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Nonprofit PR Awards