



## **2015 Excellence Award Nomination Advocacy: Changing the Game**

The Excellence Award in Advocacy recognizes a nonprofit organization whose work has recently (within the past two years) affected significant public policy change through the education and mobilization of constituents, the general public, and/or public policy decision makers.

**Please be as specific as possible when completing the nomination and be sure to highlight why the nominee is uniquely qualified for this award. Nominations will effectively convey the following criteria about how the organization:**

1. Identified a clear and compelling need in the local community/nonprofit sector
2. Created and implemented an effective and timely campaign to achieve goal(s)
3. Used effective messaging and tools to engage constituents, the general public, and/or public policy decision makers in a meaningful way throughout the advocacy process
4. Achieved meaningful and measurable outcomes by accomplishing goals

**Deadline:** The deadline for all nominations is **Tuesday, March 10, 2015**

### **Submission Instructions:**

Nominations must be submitted through our online form by March 10, 2015. Please visit [www.massnonprofitnet.org/nominate](http://www.massnonprofitnet.org/nominate) to submit your nomination.

Online submission progress can be saved and resumed later. For your convenience, the nomination questions are also listed on the next page.

### **Additional Information:**

Refer to the Excellence Award FAQ page on the MNN website for more information about Nonprofit Awareness Day and the Excellence Award judging process.

### **Questions:**

Please contact Emily Tamanaha at [etamanaha@massnonprofitnet.org](mailto:etamanaha@massnonprofitnet.org) or 617-330-1188x281.

## Advocacy Excellence Award Nomination Form

**\*\*Please prepare the questions below and complete the online nomination form at [www.massnonprofitnet.org/nominate](http://www.massnonprofitnet.org/nominate)\*\***

**1. Nominee Information:**

Organization:

- 2. Provide a brief overview of the organization, including mission, approximate size and date established, programs and services offered, and population served. (150 word limit)**
- 3. What was the nominee's advocacy goal and how did it address a clear and compelling need? (200 word limit)**
- 4. Explain how the nominee created and implemented an effective and timely campaign to achieve this goal and specify what made it effective. Use specific examples. (200 word limit)**
- 5. Describe the messages and tools used to recruit and engage constituents, the general public, and/or public policy decision makers to garner their support for the goal. Use specific examples. (200 word limit)**
- 6. Provide a clear description of the outcomes achieved by this effort and how the actions described above led to these outcomes. Please be as specific as possible. (200 word limit)**
- 7. Nominee Contact Information:**

Name:  
Title:  
Organization:  
Email Address:  
Phone Number:
- 8. Nominator Contact Information: (Please leave blank if self-nominating.)**

Name:  
Email Address:  
Phone Number: