



2016 Excellence Award Nomination Communications: Telling Your Story

The Excellence Award in Communications recognizes a nonprofit that has effectively strengthened the organization through identification of a target audience(s) and clear and strategic messaging, channels, tools and tactics in order to reach that audience and better carry out its mission.

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. Developed and executed a comprehensive communications plan with clear goals
3. Created clear, compelling, and creative message(s) and materials and effectively utilized channels, tools and tactics to engage target audiences
4. Achieved meaningful and measurable outcomes

Deadline: The deadline for all nominations is **Tuesday, March 18, 2016.**

Submission Instructions:

Nominations must be submitted through our online form by March 18, 2016. Please visit www.massnonprofitnet.org/nominate to submit your nomination.

Online submission progress can be saved and resumed later, but we suggest you create a word document with your answers just in case. 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 or 617-330-1188x281.

Communications Excellence Award Nomination Form

****Please prepare the questions below and complete the online nomination form at www.massnonprofitnet.org/nominate****

1. Nominee Information:

Name:

2. Provide a brief overview of the organization, including mission, approximate size and date established, programs and services offered, and populations served. (150 word limit)

3. What was the nominee's communications goal and how did it address a clear and compelling need? (200 word limit)

4. Explain the nominee's goals and how the nominee developed and executed a comprehensive communications plan to reach those goals. Use specific examples. (200 word limit)

5. Describe the clear, compelling, and creative messages and materials and effectively utilized channels, tools and tactics the nominee used to engage target audiences. Use specific examples. (200 word limit)

6. Provide a clear description of the outcomes achieved in this area 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: