

Prize Application Questions  
Post-Giving Challenge Prize Opportunity  
Online Application Opens: April 11, 2024  
Application Deadline: **5:00 pm April 25, 2024**



## Best Overall Campaign

*\$4,000 prize to first place recipients, \$3,000 prize to second place recipients, and \$2,000 prize to third place recipients per category (Small, Medium, Large) with the best overall campaigns. Judges will be looking for pre-determined goals and strategies before the Giving Challenge; a variety of communication tools are used in a campaign with integrated messaging; how well the nonprofit organization's campaign incorporated the "Be The One" concept; and inclusion of references to the nonprofit organization's profile in The Giving Partner. Remember, this isn't about spending money!*

Below outlines the questions that will be on the online application form for the **Best Overall Campaign** Prize. If your organization plans to apply for this prize, we encourage you to review and discuss these elements PRIOR to the application deadline to ensure you execute and capture the necessary items for the application.

### \*\*\*APPLICATION QUESTIONS\*\*\*

#### CONTACT INFORMATION

1. Organization Name (as it appears in The Giving Partner):
2. Organization EIN:
3. Team Leader Name (First & Last):
4. Team Leader Email:
5. Team Leader Phone Number:

#### APPLICATION:

1. Provide digital links to any online creative you want to share, including videos, websites, social media accounts, etc.
  - a. You may attach PDFs of any creative documents that support your submission.
2. Using a numbered list, please outline your goals for the 2024 Giving Challenge?
  - a. Did you achieve those goals? Please provide specific details.
3. What strategies did your organization use to achieve your goals?
4. What members of your nonprofit's team had key roles in the campaign? You may list members and explain their roles.
5. What communication tools did you use in your campaign? Events or gatherings, e-mail, press releases, partnerships, direct mail, social media, etc.
6. How did your organization incorporate the theme "Be the One" into your campaign?
7. How much did your organization spend on this campaign? Not including contributions of board members and others who donated services or materials.