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# **MOST INNOVATIVE CAMPAIGN**

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## Submission Guide



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## About the Awards

The FIA Awards for Excellence in Fundraising are a key component of Fundraising Institute Australia's commitment to champion best practice in fundraising.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate the hard work and successes across the year, provide an opportunity for acknowledgement by your peers, and promote the role of fundraising in improving our society.

## Most Innovative Campaign

*For fundraising campaigns that challenge the status quo in or outside your organisation*

This award recognises campaigns that challenge the status quo and show courage, within your organisation or outside, in trying a different or revolutionary approach to drive fundraising success. Innovation may include: use of new or ground-breaking ideas; or the use of previously untried or untested strategies/activities to achieve fundraising success.

### Applicable Types of Fundraising

*Including, but not limited to:*

- Major Gifts – Including Capital Campaigns
- Community Fundraising – Including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – Including Gifts in Wills, cash and regular giving
- Merchandise campaigns
- Grants, Trusts and Foundations
- Corporate partnerships

## Award Requirements

The submitting organisation must be a 2021/22 Organisational Member of FIA and the submission must be approved by the CEO/ Head of Fundraising or equivalent. If you are not a current member or are unsure of your membership status please call 1300 889 670.

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2020 to 31 August 2021, unless otherwise specified.



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### How to Enter:

Complete the online submission form [here](#) and upload supporting documentation as required.

Please see the next page for a list of information you will need to prepare and questions you will need to answer in order to complete the nomination form. All questions listed require answers.

### Cost:

There is no charge for entries in 2022.

**Applications close on Friday 3 September 2021.**

### Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email [training@fia.org.au](mailto:training@fia.org.au) or visit our website [www.fiaawards.org.au](http://www.fiaawards.org.au)

## Submission Form Questions

### CONTACT PERSON DETAILS

- Contact First name
- Contact Last Name
- Contact Email Address
- Position
- Organisation
- Phone number

### CEO/HEAD OF FUNDRAISING OR EQUIVALENT DETAILS

- Full name
- Position
- Phone number and email address

### PERIOD OF CAMPAIGN

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2020 to 31 August 2021.

Date Campaign Commenced:

Date Campaign Concluded:



# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

## CAMPAIGN TITLE

Please use the exact title that you wish to appear in all documentation including, but not limited to, media releases, certificates and trophies. Spelling will be taken as it appears.

## CRITERIA

Guide: approx. 300 words per criteria

<p><b>1. Executive Summary</b></p> <p>a) Tell us the story of your innovative campaign. Tell us what issue led you to make this change, how was it applied and the impact it made to your fundraising success and organisational strategy. Why was this ground-breaking for your organisation or fundraising in general?</p> <p><i>This information may be used for introductions, publications, media releases and trade publication reviews.</i></p> <p>b) Please provide a short (approx. 1-3 min) video telling your campaign story. Why should your campaign win this award? This can be a simple video filmed on your phone. The quality of the production will not be considered in the judging process – it's about the story you tell.</p>	30%
<p><b>2. Objectives</b></p> <p>What were the objectives of the campaign. What problem or issue was it trying to address?</p> <p>What insights were used to drive this change? Illustrate at least one way your campaign showed alignment to the FIA Code.</p>	20%
<p><b>3. Demonstration of innovation</b></p> <p>How was the innovation applied? How does it differ from the old way of working? What was the new approach or new way of doing something to drive this change? Was there any collaboration involved either internally or with external organisations?</p>	20%
<p><b>4. Impact and outcome of innovation</b></p> <p>What changed due to this innovation? How was this measured? What was the fundraising result due to the innovation? What lessons were learnt? How did it benefit the organisation overall? Did you receive feedback from your supporters about the experience that you can include in your submission?</p>	30%



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### **SUPPORTING DOCUMENTS**

Please provide the following supporting documentation:

- The organisation's logo (high res EPS or JPG minimum 600dpi).
- At least two images suitable for the 2022 Awards publication.
- Up to three pieces of other materials to enhance your submission. These could include videos, audio, collateral, Powerpoint presentation or other media suitable for showing at FIA's Gala Awards Dinner.

Please note that these materials may be used in Powerpoint presentations and other published materials related to the Awards. FIA reserves the right to reproduce entries in all FIA publications and in other promotional materials, including the FIA website and media releases.

### **TEAM INFORMATION / CERTIFICATE OF RECOGNITION**

You are encouraged to credit all members of the team that contributed to this campaign.

Please include the names of up to 6 key personnel or key contributors (agencies/suppliers etc) involved in the campaign. Only the personnel listed will be issued individual award certificates. If more than six personnel, you may choose to have the Organisation and Campaign Title only listed on the certificate.

Please be sure to spell names correctly and include their post nominals. People hate it when their names are misspelt, especially if it appears on an award certificate!

### **Terms and Conditions of Entry**

1. The submitting organisation must be a 2021/22 Organisational Member of FIA and the submission must be approved by the CEO/ Head of Fundraising or equivalent.
2. If the entry is being submitted by a consultant the CEO/Head of Fundraising/or equivalent of the submitting charity must endorse the entry. The submitting consultancy must also be a 2021/22 organisational member of FIA.
3. Campaigns can be submitted in more than one category.
4. No alterations to entries will be permitted after the closing date, 3 September 2021.
5. Entries will not be accepted unless they are complete and submitted according to guidelines.
6. Certificates will be presented to the persons named on the submission form to a maximum of six (6) people and an award will be presented to the organisation listing those named.
7. FIA reserves the right to use any/all submission material entered for promotion of the Awards. FIA may use aggregated data for purposes of research on fundraising benchmarks.
8. Under no circumstances shall FIA be held responsible for the payment of any royalties or other charges for the use of materials provided in support of the awards. All entries become the property of the FIA on submission.
9. Judges reserve the right to withhold awards at their discretion if entries received are not meritorious. The decision of the judges will be final and no correspondence will be entered into. FIA accepts no responsibility or liability for any loss of commercial privilege or any other thing which constitutes loss or damage as a result of an entry in the FIA Awards for Excellence in Fundraising.