



# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

## Frequently Asked Questions

### When do entries close?

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The closing date for all awards is **Friday 4 September 2020**. Please submit your award entry on our online platform by this date. Entries submitted after this date will not be considered.

### How do I submit my entry?

Download the submission guide from the website for the category or categories you are interested in entering, from the individual [category pages](#). This guide will let you know the questions you'll be asked and the supporting documents you will need to complete your submission.

When you are ready, visit our online submission platform to enter <https://fia.awardsplatform.com>. You'll be asked to create an account in Awards Force and once you've done that, you'll be able to enter as many categories as you like. Don't forget to hit the 'submit' button when you've finished. You may still edit your entry after submitting, up until the closing deadline, Friday 4 September.

Allow yourself plenty of time, so you don't miss the closing deadline of Friday 4 September.

If you have any questions on the entry process, please contact FIA by email to [training@fia.org.au](mailto:training@fia.org.au) or call 02 9411 6644.

### Categories

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### What are the categories?

#### Campaign Awards

➤ **Most Innovative Campaign**

This award recognises campaigns that challenge the status quo and show courage in trying a different or revolutionary approach to drive fundraising success. Innovation may include use of new or groundbreaking ideas; use of new technology; or the use of previously untried or untested strategies/activities to achieve fundraising success.

➤ **Best Supporter Experience**

This award recognises the successful development and implementation of best-practice donor or supporter experiences. The supporter experience should offer donors deeper engagement with beneficiaries, impact and outcomes; bring them closer to the cause; maintain their interest; extend their support; or increase their lifetime value – just to name a few. These experiences should reflect a deep understanding of donor insights integrated with organisational strategy. This award also recognises the use of effective donor experiences through multi-channel engagement.

➤ **Fundraising Impact through Creativity**

This award recognises the implementation of effective creative to drive fundraising success. Creativity in fundraising can be demonstrated through the application of powerful creative such as compelling messaging, imagery or branding to achieve strategic fundraising impact. Creativity can be expressed through various channels, including video, visual storytelling and online/offline integration.

➤ **Impact on a Shoestring**

This award recognises fundraising that achieves significant impact when limited investment is available. This includes limited operational budgets, human and other resources that deliver fundraising success. Providing smaller charities the opportunity to highlight and celebrate their fundraising successes, the eligibility criteria for this category is:

- Organisations with annual fundraising turnover of up to \$2,000,000
- A campaign budget of up to \$30,000 (not including staff costs)

➤ **Best Strategic Partnership**

This award recognises highly successful partnerships that achieve mutual benefit and fundraising success. This includes partnerships between charities and groups such as companies, trusts, foundations, community groups, media outlets, individuals, ambassadors and other NFPs.

➤ **Impact through Events**

This award recognises outstanding achievement in fundraising through conducting a special event. Special events should show exceptional development of strategy, efficient execution, clear event uniqueness and significant ROI for the organisation.

➤ **Best Pivot Campaign or Initiative**

2019 and 2020 have been unique years for fundraising due to the bushfire and COVID-19 crises. This award recognises fundraising campaigns or initiatives that have been pivoted in response to a crisis situation. The 'pivot' can be the change or adaptation of an existing campaign or initiative due to a natural disaster e.g. relocating or taking a traditional fundraising event online or virtual such as a ride, walk or run; changing the case for support and donor segmentation of a direct mail campaign in response to a crisis.

**Note:** this category is not about fundraising for a crisis or emergency appeal (e.g. bushfire appeal).

➤ **Supplier Team of the Year**

This award recognises suppliers who have delivered significant outcomes for member organisations through fundraising campaigns and activities. Nominated by member charities, the relationship, ethics, management and fundraising outcomes will be considered.

## **State Awards**

*The following will be awarded on a state basis with the winners going on to national judging:*

### ➤ **Young Fundraiser of the Year**

The Young Fundraiser of the Year Award rewards a fundraiser aged 30 years or younger who has made a significant contribution to fundraising. The fundraiser should have shown consistent excellence and best practice through their actions, leadership and intellect.

- State Award

Nominations are invited for Young Fundraisers to compete for this award within their own state. Winners will be announced at the End of Year Christmas function in each state. Each state winner will receive a registration to attend the 2021 FIA Conference in Melbourne (24-26 February 2021), including a ticket to the Fundraisers' Gala Awards Dinner on Thursday 25 February.

- National Award

The winner from each state will automatically go through to the national judging level to determine the FIA National Young Fundraiser of the Year and this will be presented at the Fundraisers' Gala Awards Dinner on Thursday 25 February 2021 during the FIA Conference in Melbourne. The national winner will receive a scholarship to an international fundraising conference, including flights and accommodation.

- Award Requirements:

- The nominator must be a member of FIA who has a current full professional or organisational membership held for a 12-month period.
- The nominee must be a member of FIA who has a current full professional or organisational membership (nominated or additional staff) held for a 12-month period.
- The nominee must be 30 years or younger.
- The nominee must have made a significant contribution to the sector.

### ➤ **Volunteer of the Year**

This award acknowledges the significant and highly valued contribution made by volunteers to the fundraising profession. It honours a volunteer who has assisted through their efforts and dedication of time to an organisation and fundraising cause.

A winner will be selected from each state and will be pronounced as the Volunteer of the Year for that state. The winner from each state will go through to the national judging level to determine the FIA National Volunteer of the Year. The national winner will be announced at the Fundraisers' Gala Awards Dinner on Thursday 25 February 2021, during the FIA Conference in Melbourne on 24-26 February 2021.

- Award Requirements:

- Organisations submitting an entry must employ at least one 2020/2021 professional member of FIA (minimum MFIA). Alternatively, the submitting organisation or consultancy must be a 2020/2021 organisational member of FIA.
- The nominee must have made a significant contribution to the sector.

### ➤ **Fundraising Team of the Year**

The Fundraising Team of the Year category recognises internal fundraising teams working across a variety of campaigns to support the ongoing work of the organisation. The focus of the award

is on teamwork and leveraging internal resources to achieve the organisation's fundraising objectives.

A winner will be selected from each state and territory will be announced as the Fundraising Team of the Year for that state/ territory. Winners from each state will go through for national judging to determine the FIA National Fundraising Team of the Year.

- Award Requirements:
  - Organisations submitting an entry must be a current (2020/2021) organisational member of FIA.

## **Individual Awards**

### ➤ **Fundraiser of the Year**

The Fundraiser of the Year Award recognises an FIA Member who has made an outstanding contribution to fundraising best practice and to FIA over the period of 5 years. The fundraiser should have shown outstanding fundraising performance, best practice through their actions, uncompromising commitment to ethics, contribution to sector improvement and impact on the fundraising profession.

- Award Requirements:
  - The nominator must be a member of FIA who has a current full professional or organisational membership held for a 12-month period.
  - The nominee must be a member of FIA who has a current full professional or organisational membership (nominated or additional staff) held for a 24-month period.
  - The nominee must have fundraised continuously and held a professional fundraising position over a 5 year- period with a charity, not-for-profit organisation or specialist charity supplier. The nominee may have held different positions at different organisations over this time, however, must all have been in professional fundraising.
  - The nominee must be over the age of 30.
  - EMFIA, FFIA and CFRE credentials will be highly recommended
  - The nominee must have had significant organisational fundraising success in the 5 year-period and contributed to the fundraising profession.

### ➤ **Arthur Venn Lifetime Achievement Award**

The Arthur Venn Lifetime Achievement Award recognises an FIA Member who has made an outstanding contribution to FIA and the fundraising sector in Australia. The fundraiser should have shown consistent excellence and best practice through their actions, leadership and intellect.

- Award Requirements:
  - The nominator must be an FIA member with a current, full professional or organisational membership (held for a 12-month period).
  - The award nominee must be an FIA member with a current full professional or organisational membership (nominated or additional staff), held for a 10-year period).

- The nominee must hold an EMFIA or FFIA credential, and a CFRE credential is highly regarded.
- The nominee must have made a significant contribution to the sector.

## **Principal Award**

### ➤ **Most Outstanding Fundraising Project**

Only Campaign Award winners are eligible for this award, the winner being the most outstanding entry across all categories.

## **Key Dates**

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**Entries open:** Wednesday 1 July 2020

**Entries close:** Friday 4 September 2020

**Finalists announced:** (campaign awards): State End of Year Events throughout December

**State winners announced:** (Young Fundraiser of the Year, Volunteer of the Year & Fundraising Team of the Year only): State End of Year Events throughout December

**National winners announced:** Fundraisers' Gala Awards Dinner, Thursday 25 February 2021 in Melbourne.

## **Who is eligible to enter**

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The FIA Awards are open to 2020/2021 financial members of FIA only. Check the individual award categories for specific requirements. Full terms and conditions of entry for each category are included in the individual submission guides.

Nominees for the Volunteer of the Year Award do not need to be members themselves but the charity or not-for-profit with which they volunteer must be.

## **Entry Fee**

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There is no charge to enter the 2021 Awards, thanks to our Award Sponsors [Precision Fundraising](#) and [MonDial Telephone Fundraising](#).

## **Announcing the winners**

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### **When are the winners announced?**

Each state holds an annual end of year celebration which includes the announcement of the campaign finalists and state winners in that state. These events occur in December. Visit the [FIA Awards website](#) for more information on your local end of year event.

The Award Winners are announced as part of FIA's Fundraising Conference. The 2021 award winners will be announced on Thursday 25 February 2021 at the Fundraisers' Gala Awards Dinner in Melbourne.

## Judging

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### What is the judging process?

**Campaign awards:** a panel of judges consisting of a panel Chair and three other members will judge the campaign awards. Entries will be assessed according to the criteria listed in the submission guide.

The **State Awards** are judged by a panel from within the State Committee, and the winners from each state will go on to be judged by a national panel.

### What is the judging process for the Principal Award?

Winners of each Campaign category will be considered for the Principal Award:

- Most Outstanding Fundraising Campaign

At the national level the panel shall comprise of four judges being the FIA Chairperson, FIA Awards Committee Chair, CEO and an independent person.

### What are the judges looking for?

Each section of the awards is judged differently and will have points/criteria allocated to differing areas. It's essential to consider the point weighting when you are preparing your entry. Entries are considered against a prepared marking schedule and points are awarded on how well the criterion has been met. Judges then meet to discuss and determine the entries. The decision of the judges is final.

You must submit your entry via our entry platform at <https://fia.awardsplatform.com>. No hard copies will be accepted.

FIA's awards promote ethical and effective fundraising practices based on the [FIA Code](#). The award criteria has been divided into various sections and judges will award a maximum point score to each section. The website and submission guide for each award contain details for each section as to what to include. The clearer you are able to explain your plan, strategy and results the easier it will be for the judges.

## Content of your entry

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### What happens if I leave something out?

Point weightings are given to each criterion, so if you leave something out you will lose points.

You can edit your submission up until Friday 4 September but not after that.

### My campaign is multi-year, when is the right time to enter the Awards? Do you have to wait until the campaign is over?

The campaign must have been conducted or partially conducted during the 18-month period proceeding (1 March 2019 - 31 August 2020). Income up to this point may be included in results. It is not compulsory that the campaign be over before entering.

## What do winners get?

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### Finalists:

Finalists will receive a certificate at their state end of year event.

### **Winners:**

Winners will receive a certificate and trophy at the Fundraisers' Gala Awards Dinner on 25 February 2021, in Melbourne. Winners will also receive an FIA Awards winners seal to use how they wish.

### **Highly Commended:**

Highly Commended finalists will receive a certificate at the Fundraisers' Gala Awards Dinner on 25 February 2021, in Melbourne.

### **National Young Fundraiser of the Year:**

Winner of the National Young Fundraiser of the Year award receives a certificate and trophy at the Fundraisers' Gala Awards Dinner on 25 February 2021, in Melbourne. The National Young Fundraiser of the Year also receives a scholarship to an international conference including flights and accommodation.

### **State Winners – Young Fundraiser of the Year**

State winners of the Young Fundraiser of the Year award receive a certificate at their state end of year event. They also receive a scholarship to attend FIA Conference 2021 as well as a complimentary ticket to the Fundraisers' Gala Awards Dinner on 25 February 2021, in Melbourne where the national winner is announced.

### **What are the benefits of winning an award?**

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#### **There are many benefits of winning an FIA Award, including:**

- To celebrate your, and your team's, hard work and achievements during the year
- Show your organisation's leadership and your Board and stakeholders that you excel in fundraising and how your achievements compared with others in the sector
- The FIA Awards for Excellence in Fundraising provide a benchmark for excellence. By entering, you can align your organisation's work with the best in the sector and reward your staff for the creative, impactful and innovative work that they do.
- Use the application process as a best-practice review of the campaigns you have undertaken over the past year
- Showcase innovation and best practice to your peers and provide others with an insight on why they would want to work with your organisation
- Take pride that you, or your organisation, are finalists and/or winners in the most prestigious awards for our sector.

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

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See [website](#) or submission guides for individual terms and conditions of entry.