
FUNDRAISING IMPACT THROUGH CREATIVITY

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.

Fundraising Impact Through Creativity

For campaigns that inspire 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 story telling and online/offline integration.

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

Award Requirements

This submission must be completed by a member of FIA and 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 2018 to 31 August 2019, unless otherwise specified.

How to Enter:

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



NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

Please see below 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 2020.

Applications close on Friday 6 September 2019.

Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email training@fia.org.au or visit our website 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 2018 to 31 August 2019.

Date Campaign Commenced:

Date Campaign Concluded:

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.



NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

CRITERIA

Guide: approx. 300 words per criteria

1. Executive Summary a) Tell us about your creative campaign. Why was it developed and what impact did it have on your fundraising success/organisational strategy? <i>This information will be used for introductions, publications and media releases for winning entries.</i> b) Please provide a short (approx. 1-3 min) video telling us about your creative campaign – what impact did it have. 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.	30%
2. Creative Strategy What did you set out to achieve? What was your strategy and how was the creative developed to reflect that strategy? What insights were used to develop this creative?	20%
3. Execution How was the creative campaign executed? What resources were used? Please provide examples of the creative and how it was used across various channels.	20%
4. Impact and outcomes What was the impact of this creative campaign to your fundraising activities and organisational strategy? How was it measured? What lessons were learnt?	30%

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 2020 Awards publication.
- Up to five 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. Organisations submitting an entry must employ at least one current professional member of FIA (minimum MFIA). Alternatively, the submitting organisation or consultancy must be an organisational member of FIA.
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.
3. Entries can be submitted in more than one category.
4. No alterations to entries will be permitted after the closing date, 6 September 2019.
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.



NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

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.