

Writing Award-Winning (literally) Nominations

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#awardwinningnoms

AFP Calgary & Area
March 2, 2015

What is the first question?

Who are you nominating?

...and why?

Why are you nominating them?

What nomination category(ies) are most appropriate for your nominee?

What is their link to your organization?

Are they a strong candidate to receive the award?

Who is going to lead the nomination team?

Nomination criteria

1. Corporate Philanthropist
 2. Small Business Philanthropist
 3. Philanthropic Group
 4. Doc Seaman Individual Philanthropist
 5. Youth Philanthropist
 6. Philanthropic Family
 7. Lifetime Achievement Philanthropist
- + Hazel Gillespie Community Investment Award

6 questions to be answered in narrative form (300 words per answer)

2 support letters

Signed disclaimer from nominee

Quote from nominee

8 hard copies (1 e-copy)

Deadline: Friday May 1, 2015 4:00 PM
AFP Awards

**** Note: Criteria above applicable to AFP Awards only***

Deadline: Monday, June 16, 2014, midnight
Hazel Gillespie Community Investment Leadership Award

**** Note: Criteria for Hazel Gillespie Award can be found at:***
<http://www.hazaward.com/award-criteria.html>

impact
philanthropy
support
creativity others
philanthropic
encouraged/motivated commitment
give
demonstrated
involved examples
leadership
involvement ongoing
innovation

Your nominee

Most nominations require that you seek and receive permission from the nominee (AFP GOS Awards do require this)

- Who is best person to contact nominee?
- What do you tell them?
- What do you need from them?

Nomination timeline

You need time to?

- Inform nominee
- Get background info
- Assemble your team
- Gather support letters
- Write nomination
- Get nomination approved
- Deliver nomination by deadline

You need 6 weeks

You have 9 weeks - from March 2 for the AFP Awards

You have 11 weeks - from March 2 for the Hazel Gillespie Award

Yay!

Resources required

Time

People

Information

Time

Team Meetings

4 hours

Information Gathering

2 hours

Nomination Writing

4 hours

Nomination Approvals & Rewrites

2 hours

Nomination Preparation & Submission

2 hours

Total Time

14 hours

People

What skill sets do you need on your nomination bus?

- Nomination leader
- Writer
- Information gatherer
- Administrative support
- Influential associates / friends of nominee
- Nominee
- Your CEO
- ...

Support Letters

What makes a great support letter?

- Authentically written
- Example-laden
- Influential writer
- Appropriate to nominee
- ...

1st Meeting Agenda

Sample Nomination Team Agenda

1. Overview of nominee (who, why)
2. Review nomination form (including deadline)
3. Outline roles (lead, writer, info gatherer, etc.)
4. Set timeline (next meeting, 1st draft, prep day, etc.)
5. Determine who should write support letters?

Writing Tips

What is the most important question for every writer?

Who is the audience?

Nomination Writing Tips

- Write to your audience (i.e. the awards committee) - don't assume they will "fill in the gaps"
- Touch on all the key criteria
- Make it easy to read (logical, flows, appropriate mix of paragraphs, lists, etc.)
- Stay to word count
- Write from scratch (don't copy/paste from other information sources)
- Avoid overly clinical or overly emotional writing - try to strike the right balance between "just the facts" and "gush"

Follow Up

So, you have submitted your award nomination (exciting!)...now what?

- Following up with the awards committee
- Following up with the nominee
- What to do *when* you are successful
- What to do *if* you are not successful

Thank you!

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