



# The .ORG Impact Awards

2019 Entry Kit

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# About The .ORG Impact Awards

## Overview

For more than 30 years, the .ORG domain has powered the inspirations of people around the globe. From individuals to large corporations, small community groups to multinational NGOs, each .ORG aims to positively impact the communities they serve.

The .ORG Impact Awards recognize .ORGs that are connecting communities, making a difference in the world and leveraging the internet for transformative change. This first annual program celebrates .ORG domain name users of all sizes for their accomplishments in community mobilization, marketing and outreach, and mission achievement.

## Submission Fees

.ORG – a mission-driven organization itself – aims to empower and connect those who inspire the world, and as such, does not charge organizations to enter The .ORG Impact Awards. Rather, it awards finalists with a donation to their nonprofit of choice.

## Why Apply?

The .ORG Impact Awards celebrate your purpose-driven achievements as a member of the .ORG community. Your great work will be reviewed by an esteemed judging panel comprised of leaders in the internet, nonprofit and marketing sectors. Benefits include:

- The potential to win up to a \$5,000 contribution to your non-profit or NGO organization of choice
- Attending a celebratory event in Washington, D.C. to receive the award and hear remarks from industry leaders
- In addition to a custom award, a dedicated logo mark will be provided for finalists and winners to promote their achievements
- The opportunity to be featured in various .ORG digital platforms throughout the year, including articles, videos, social posts and more
- Raise the profile of your .ORG to increase the potential of partnership development, talent acquisition and audience reach
- Providing additional validation to your programs that can help build, strengthen and fund them in the future

## Key Dates

- Monday, May 20 – Submission period opens
- Friday, July 12 – Submission period closes
- Mid-August – Finalists Announced
- October 10 – Awards Ceremony in Washington, D.C.

## Awards Ceremony

Save the date! On October 10, 2019, we will celebrate remarkable .ORGs from around the globe and reveal the winners of The .ORG Impact Awards at The Watergate in Washington, D.C. All finalists will receive two complimentary invitations to the Awards Ceremony, which includes a dinner, entertainment and networking.

# Categories

The .ORG Impact Awards seek to celebrate significant achievements by members of the .ORG community through three distinct categories of awards, each having their own sub-categories: **Individual Awards**, honoring the contribution of an individual to their organization or the organization's broader sector; **Sector Awards**, recognizing organizational and team accomplishments; and **Initiative Awards**, celebrating programmatic achievement in a specific online niche area.

## I. INDIVIDUAL AWARDS

The Individual Award category recognizes the personal contribution of one person in support of their organization (which must use a .ORG domain) or to the broader community and/or mission under which the organization operates. Achievement will be honored in the following award categories:

1. **Innovator Award** – The Innovator Award will be given to an individual who has broken new ground for an organization by demonstrating new ways of thinking, approaching and/or solving-issues or challenges.
2. **Rising Star Award** – The Rising Star Award recognizes a professional with five or fewer years of experience for exceptional contribution to his/her affiliated organization. A “Rising Star” individual is someone who has exhibited initiative and leadership around a specific task, project or campaign.
3. **Outstanding Volunteer** – The Outstanding Volunteer Award will honor an individual who has shown above-and-beyond support of an organization in an unpaid role.

## II. SECTOR AWARDS

Registrants of the .ORG domain transcend the traditional nonprofit world, and include for-profit organizations and community groups as well. The following awards will recognize one outstanding organization within these three sectors:

1. **.ORG Nonprofit of the Year** – This award is open to all not-for-profit and non-governmental organizations using the .ORG domain, and honors outstanding achievement as evidenced by results and/or contributions to their sector, constituents, community or society at large. Submitting organizations must provide validation of their nonprofit status.
2. **.ORG CSR Program of the Year** – The Corporate Social Responsibility (CSR) Sector Award is open to for-profit organizations and will honor outstanding wholly-owned citizenship programs, social enterprises, sustainability initiatives, cause marketing campaigns, nonprofit partnerships and other CSR activities, as evidenced by results and/or contributions to beneficiaries, communities or society at large. The CSR program or its partner(s)/beneficiary(ies) must use the .ORG domain.
3. **.ORG Community Group of the Year** – This Sector Award is open to any group using the .ORG domain that doesn't identify as a traditional non-profit or for-profit organization, but that has demonstrated excellence and outstanding achievement as evidenced by team work and community mobilization, as well as results and/or contributions to their community, constituents, beneficiaries and/or society at large.

### III. INITIATIVE AWARDS

There are many strategies that organization can deploy to achieve philanthropic, marketing and business goals. The following awards will recognize .ORGs, unless otherwise stated, for various programmatic initiatives that support broader organizational goals, with a focus on online-based initiatives:

1. **Best Social Media Campaign** – Entry should highlight how a social media channel or collection of channels were used to accomplish a specific goal.
2. **Top #GivingTuesday Campaign** – Entry should showcase how an organization used the #GivingTuesday online holiday to achieve a goal. Note that this category is open to nonprofits who encouraged donations/service to their own organizations, as well as for-profits/individuals who encouraged donations/service on behalf of nonprofits operating on the .ORG domain.
3. **Outstanding Online Fundraising Campaign** – Entry should highlight how an organization achieved fundraising goals through online channels and tactics. Note that this category is open to nonprofits who encouraged donations to their own organizations, as well as for-profits/individuals who encouraged donations on behalf of nonprofits operating on the .ORG domain.
4. **Outstanding Microsite** – Entry should feature a separate, standalone .ORG microsite that is independent from the organization's main website (which could also be a .ORG or on another domain), and highlight its purpose and accomplishments.
5. **Outstanding Website Redesign** – Entry should feature an organization's website redesign, and highlight its purpose and accomplishments.
6. **Best Integrated Communications Campaign** – Entry should showcase how more than one communications channel contributed to a program and its goals.
7. **Best Use of Partnerships/Celebrity Endorsements** – Entry should highlight how a partnership with an organization, company/brand or celebrity/influencer contributed to a program accomplishment.
8. **Outstanding Multimedia Content** – Entry should showcase the accomplishments of one or a series of multimedia assets, including but not limited to photography, infographics videos, collateral elements or social media content.
9. **Outstanding Community Relations Campaign** – Entry should highlight a complete campaign, built to reach a defined community around a defined goal.

# Finalist Ceremony and Winner Awards

## Awards Ceremony

Save the date for October 10, 2019, when we will celebrate remarkable .ORGs from around the globe and reveal the winners of The .ORG Impact Awards at The Watergate in Washington, D.C.

We hope all finalists will join us for the Awards Ceremony to connect and celebrate with the broader .ORG community. Each finalist submission will receive two complimentary invitations to enjoy the dinner, entertainment and networking opportunities at the Awards Ceremony.

Note that the Awards Ceremony is invitation only, and all finalists (two invitations will be extended for each finalist submission) will receive their invitations when the finalists are announced on or about August 15, 2019.

## Awards

The winners in each category of The .ORG Impact Awards will receive:

- A custom award engraved with the organization's name to proudly display on their mantle, bookcase or wherever they so choose.
- Based on the award category, winners will receive a monetary contribution to the nonprofit of their choice. Nonprofit entrants are welcome to select their own nonprofit as the beneficiary of that donation. Individuals, for-profits and community groups are welcome to select any nonprofit they believe in to receive the donation.
  - Individual Category Winners – \$5,000
  - Sector Category Winners – \$2,000
  - Initiative Category Winners – \$1,000

Each finalist in the "Individual" categories is eligible to receive an additional travel stipend to attend the Awards Ceremony. Please see official rules for more details.

All finalists and winners will be provided with a digital logo to promote their achievements in marketing materials.

# Entry Criteria

## Eligibility Requirements

- All organizations or individuals submitting to the “Sector” or “Initiative” categories must have a website hosted on the .ORG domain. See further clarification in the official rules for organizations submitting to the “.ORG CSR Program of the Year” category.
- All nominees for the “Individual” category must have a direct connection to or established role at an organization with a website on the .ORG domain.
- All submissions must be in English.
- Activities highlighted in the submission should have occurred between June 1, 2018 and June 1, 2019. If your activity began before June 1, 2018 or extends beyond June 1, 2019 the entry is still eligible so long as meaningful activity occurred between the two dates.
- Organizations may submit to more than one category/subcategory, but each submission must be original (i.e. – An entry for one category/subcategory should not be resubmitted verbatim to another category/subcategory.)
- For more detail, please see the official rules.

## Entry Judging

- Finalists and winners of The .ORG Impact Awards are selected by a panel of judges based on the merit of their entries. This is not a sweepstakes, contest or “game of chance.”
- Each entry will be vetted by The .ORG Impact Award organizers to ensure it meets all eligibility requirements and adheres to the official rules.
- The .ORG Impact Award organizers may move an entry to another category if it is deemed to be unsuitable for the category selected, but appropriate for another.
- Entries will be reviewed by a panel of judges comprised of leaders in the internet, nonprofit and marketing sectors.
- All judges will sign a confidentiality agreement that prohibits them from disclosing information from entry submissions.
- Judges will be asked to recuse themselves from judging entries where they might have a conflict of interest. (e.g. – If they are a member of a submitting organization).
- A maximum of five entries will make up a subcategory finalist list.
- Judges do not discuss their individual scores with anyone – not even each other. As such, judges will not know the winners until The .ORG Impact Award ceremony on October 10, 2019.

# Entry Forms

All .ORG Impact Awards submissions must be completed online. Each award category will require a response to prompting questions associated with that category, so all entrants are submitting and evaluated on same criteria. Each entry should also include a minimum of one supporting document; up to five supporting materials will be accepted.

For each award category, summary responses and information to the following will be required according to each entry category:

## Individual Awards

For each award within the Individual Award category, please respond to the following questions (max of 500 words):

- Describe a situation or challenge the nominee addressed.
- How did s/he work through the situation?
- How did the nominee engage stakeholders to help accomplish a goal?
- What were his/her successes around the situation and/or throughout the year?
- Describe how this person's contributions and leadership contributed to the betterment of the organization or the broader sector/society at large?

Other requirements:

- Affiliated .ORG name and URL
- Nominee's name
- Nominee's title
- Years nominee has spent at the organization
- Headshot
- Submitter's name
- Submitter's email address
- 1-5 supporting materials

## Sector Awards

For each award within the Sector Award category, please respond to the following questions (max of 500 words):

- *Situation Analysis:* Describe a situation or challenge the organization addressed.
- *Strategic Approach:* What was the organization's approach to managing the situation or challenge?
- *Programmatic Execution:* Describe the actions the organizational team took to excel through the situation.
- *Results:* What were the organizational successes around the situation and/or throughout the year?

Other requirements:

- Affiliated .ORG name and URL
- Description of nominated organization
- Organization's logo
- Submitter's name
- Submitter's email address
- 1-5 supporting materials

## Initiative Awards

For each award within the Initiative Award category, please respond to the following questions (max of 500 words):

- *Situation Analysis*: What was the reason the organization used this particular initiative to approach a situation or challenge?
- *Strategic Approach*: What was the organization's initiative strategy and objectives around the initiative?
- *Programmatic Execution*: Describe the actions the organizational team took, using the initiative, to excel through the situation.
- *Results*: What did the organization learn in the execution of the initiative? What were the measurable results of the initiative?

Other requirements:

- Affiliated .ORG name and URL
- Description of nominated organization
- Organization's logo
- Submitter's name
- Submitter's email address
- 1-5 supporting materials\*

*\* Outstanding Microsite and Outstanding Website Redesign awards will require a link to the site being submitted.*

### **Supporting Materials**

Supporting documentation will bring your award entry to life. Each award entry can be supported by five supporting documents, which will be accepted in the following forms: URL, .JPEG, or PDF; the maximum file size supported is 5MB. Video attachments may be hosted on a video site such as YouTube or Vimeo and shared via a URL.

A minimum of one supporting documentation is required for each award entry, regardless of category or subcategory; a maximum of five materials can be included. Under the Initiative category, the Outstanding Microsite and Outstanding Website Redesign awards will require a link to the site being submitted.

The number of supporting materials submitted is at the discretion of the award entrant, but please be advised that if you talk about something in your summary responses, it is wise to include documentation to back it up. The judges will be looking for evidence of your hard work. Please make sure that all submissions are legible; if judges cannot read/consume provided content, it will not be used in the judging process.

Examples of supporting materials could include, but are not limited to:

- Project plan(s)
- A letter to stakeholders
- Marketing video
- Link to a webpage with project or initiative information
- Annual report or project recap report
- Before and after photos

# Tips for Preparing Your Entry

## The best tip for preparing a submission is to recruit a team!

- **First**, recruit a team to help decide which category and subcategory (or multiple categories/subcategories) your organization is best suited for.
- **Then**, assign a project leader to oversee and manage your submission and team.
- **Next**, develop a plan for completing your entry and gathering supporting materials by the deadline.
- **Lastly**, consider developing your submission “offline” for easy review and editing, and then copy/paste it into the online entry form.

## Consider these four steps when developing your submission:

### 1. Writing Your Entry

Your entry will win the award for you — don't underestimate it. Make each response to each entry question succinct and engaging. Make sure your answers address the elements required under each category and sub-category. Think about organizing the entry responses like you're telling a story, which will help give the judges a complete picture of the situation or challenge you're addressing, how you or your nominee developed a plan to approach the situation and how success was measured.

When looking at initiatives specifically, it's important to keep your entry straightforward and to the point. Give the judge a good overview of your organization, issue and approach, but don't get lost in the weeds – focus on the initiative.

The following questions are provided as thought starters to help you approach preparation of strong entry responses, but please remember to address the actual questions in the online form (also above) when submitting your entry.

#### Situation Analysis

- What was the plan in general terms? Was it in response to an existing problem, or does it examine a potential problem?
- Was research used to examine or define a situation— primary, secondary or both? Primary research involves original research, including focus groups, interviews and surveys. Secondary research involves searching existing resources for information.

#### Strategic Approach

- If conducted, how did the research shape the planning process?
- What were the specific goals of your plan? Were there measurable objectives of the plan?
- What was your budget? If there was low or no budget available, how did you overcome this challenge?

#### Programmatic Execution

- How did activities flow?
- What was your timeline?
- What were the key tactics or activities?
- Who were the target audiences?
- Were there any difficulties encountered? If so, how were they handled?

#### Results

May 10, 2019

- What happened? What were your results?
- How did you evaluate your results? What methods did you use?
- How did the results compare to the specific goals or measurable objectives outlined in your strategic approach?
- How well do the results reflect original strategy and planning?

## **2. Pulling Together Your Backup Materials**

It's important to provide backup materials to your summary. It will give the judges a chance to see your work and how that work was translated into action. If you talk about something in your summary, include the documentation for it. Consider "before" and "after" photos, if applicable, to document your progress, change and results. The judges are looking for evidence of your hard work, so be sure to show it off!

## **3. Review your Entry**

Now that you've put in all that work, don't let it go to waste. Proof and reproof! Remember that judges are representing a variety of industries and sectors – remove any jargon and explain anything they may need to know about your organization or local community. Go through the award category descriptions again – are you meeting all the requirements? Let your entry sit for a day, then look at it again. Anything you can delete? Anything you missed?

## **4. Submitting Your Entry**

It's now time to submit through the online submission platform.

- Visit The .ORG Impact Awards website to access the submission platform managed by Awards Force. You'll need to create a profile with Awards Force and can use your profile to manage and submit as many submissions as you'd like: <https://www.orgimpactawards.org>
- Or, access the Awards Force submission platform directly to begin your submission: <https://orgimpact.awardsplatform.com/>

**Good Luck!**

## Program Contact and Additional Rules, Terms and Conditions

Public Interest Registry – the people behind .ORG – is the proud sponsor of The .ORG Impact Awards. For questions about the program or if you experience technical difficulties during the submission process, please email [information@orgimpactawards.org](mailto:information@orgimpactawards.org).

For official program rules, terms and conditions, and judging criteria please visit The .ORG Impact Awards website: <https://www.orgimpactawards.org>.