

## The .ORG Impact Awards Official Rules

### NO PURCHASE NECESSARY.

**Overview:** The .ORG Impact Awards is a contest open globally to recognize and celebrate individuals and organizations that have a connection to a registered .ORG domain for their contributions, achievements and impact they have made in their communities.

**1. Eligibility:** The .ORG Impact Awards (the "Contest") is open only to individuals who are at least eighteen (18) years old and have permission to nominate the individual or entity that uses or has a connection to .ORG domain. Individuals or entities who reside in Cuba, Burma/Myanmar, Iran, North Korea, Sudan or Syria, may not nominate or be identified as a "Nominee" (defined below in Section 5). Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to nominate individuals or entities or be considered as a Nominee for any award. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

**2. Sponsor:** Public Interest Registry, 1775 Wiehle Avenue, Suite 100, Reston, VA 20190, U.S.A

**3. Agreement to Official Rules:** Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's decisions are final and binding in all matters related to this Contest. Receiving travel reimbursement as a "Finalist" (defined below in Section 7) or being designated as a winner is contingent upon fulfilling all requirements set forth herein.

**4. Timing:** The Contest begins on 20 May 2019 at 12:00 a.m. United States Eastern Time ("ET") and ends on 12 July 2019 at 11:59 p.m. ET (the "Contest Period"). Sponsor's computer is the official time-keeping device for the Contest.

**5. How to Enter:** During the Contest Period, entrants (now referred as "Nominators") must visit <https://orgimpact.awardsplatform.com/> and follow the links and instructions to complete and submit the online form, including Nominator's personal information, Nominee's information (including name & title for an Individual Award Category, Organization name, URL and description), and the Award Category. Depending on the Award Category selected, Nominator will provide written responses to applicable questions and at least one (1) supporting document (max of five (5) supporting documents), collectively referred to as "Nomination" or "Submission".

The following describes each Award Category and its entry requirements:

#### 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.

Nominator must provide written responses to each of the following questions (up to 500 words for each question):

- 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?

## 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 for each of 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 industry, 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 its outstanding wholly-owned citizenship programs, social enterprises, sustainability initiatives, cause marketing campaigns, nonprofit partnerships and other CSR activities that are promoted on a .ORG domain (including a .ORG domain of the partner/beneficiary), as evidenced by results and/or contributions to beneficiaries, communities or society at large.
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.

Nominator must provide written responses to each of the following questions (up to 500 words for each question):

- 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?

## INITIATIVE AWARDS

There are many strategies that organization can deploy to achieve philanthropic, marketing and business goals. The following awards will recognize entities that use a .ORG domain 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.

Nominator must provide written responses to each of the following questions (up to 500 words for each question):

- 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?

#### **Supporting Materials for All Nominations:**

Supporting documentation will bring your award entry to life. Each award entry can be supported by up to five supporting documents, which will be accepted in the following forms: URL, .JPEG, .MOV or PDF. The maximum file size supported is 5MB. Video content may be shared as a link to a public site (e.g. You Tube or Vimeo). One supporting document is required for each Nomination, regardless of Award Category; a maximum of five supporting documents can be included. Supporting documents should not include any “confidential” information (or this information should be redacted).

Special Supporting Documents Required: Within the Initiative Award Category, the Outstanding Microsite and Outstanding Website Redesign must include a link to the site you are nominating and screenshots of or links to the previous design.

#### **General Requirements for all Entries:**

By uploading personal information, responses to questions, and supporting documents (at least one and up to five), (herein “Submissions”), you agree that your Submission, conforms to the

guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may disqualify you if it believes that it fails to conform.

Guidelines:

- Nominees for the .ORG of the Year Award, .ORG Community Group of the Year and all of the Initiative Award Categories must be an individual or organization that has a website hosted on the .ORG domain;
- Nominees for the .ORG CSR Program of the Year Award may be an organization that hosts its primary website on another domain, but the CSR program must be hosted on either the organization's .ORG domain or it's the .ORG domain of the primary partner(s)/beneficiary(ies). For example:
  - Nominee may use another domain (such as SampleCompany.com) as its primary company website address, but its CSR program is promoted on the .ORG domain, (such as SampleCompanyCSR.ORG). Sample Company may enter using "SampleCompany.ORG".
  - Alternatively, Nominee may use another domain (such as Sample Company.com) and may promote its CSR program on this primary company website address, but the primary beneficiary of its CSR program, "Sample Charity" operates on the .ORG domain, SampleCharity.ORG. Sample Company may enter using SampleCharity.ORG.;
- All nominees for an Individual Award category must have a direct connection to or established role at an organization with a website on the .ORG domain;
- Organizations and individuals from all countries are welcome to submit an entry, but all submissions must be in English; and
- Activities highlighted in Submission must have occurred between 1 June 2018 and 1 June 2019. If an activity began before 1 June 2018 or extends beyond 1 June 2019, it will be eligible so long as some meaningful actions occurred between the two dates.

Permissions: Entrant/Nominator must have permission from the Nominee (either the individual or where an organization is being nominated, someone who has authority to approve) to enter this Contest. Nominator must have permission to submit any documents that include any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Minors may only be included in the Submission if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.

Limit: A Nominator may submit Nominations for all Categories. However, each Submission must be unique. Sponsor reserves the right to modify the Award Category selected as necessary if it believes that the content of the Submission fits better in a different Award Category.

Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider,

online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 11, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

**6. Sponsor's Use of Submissions:** Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

**7. Winner Determination:** Winners and Finalists will be determined according to the process set forth below.

After the end of the Contest Period, a panel of qualified judges determined by Sponsor in its sole discretion will score each Submission for each Award Category as follows.

For the Individual and Sector Award Categories, the "Judging Criteria" used will be:

**PLANNING/CONTENT** (10 points)

How did the nominated person or team participate in the identification of a problem/challenge? Is a strategy or approach clearly identified against the problem/challenge? Were goals(s)/objective(s) thoughtfully considered and clearly stated?

**CREATIVITY/QUALITY** (40 points)

Does the entry showcase new ways of thinking, innovative problem solving or creative strategies in conjunction to approaching a problem/challenge? How unique is the planning or strategy developed by the person or group highlighted in the entry?

**IMPLEMENTATION** (40 points)

What leadership qualities does the person or group exhibit? Does the person or group exhibit over-the-top initiative to execute a program or approach to solving the defined problem/challenge? Does the entry highlight stellar execution of a program or strategy, as lead by the nominated person or group?

**ASSESSMENT/RESULTS** (10 points)

Do the results highlighted in the entry showcase outstanding achievement within a defined group (small team, organization or defined community)? What effort was made to assess whether goals were achieved, either qualitatively or quantitatively? Does the entry include specific and measured results against initial goals(s)/objective(s)?

For the Initiative Award Categories, the Judging Criteria used will be:

**PLANNING/CONTENT** (10 points)

Was a problem/challenge identified and a solution showcased? Was the objective or goal of the entry thoughtfully considered and clearly stated? Was a clear strategy stated or implied?

**CREATIVITY/QUALITY** (40 points)

Do the activities tie to the identified goal(s) or objective(s)? How is the entry unique in the way the problem/challenge was addressed? How is the tool or tactic of the category theme used imaginatively to achieve program goals?

**TECHNICAL EXCELLENCE** (40 points)

Does the implementation of technical, graphic or creative elements set the entry apart? Is the production quality superior, based on budget and scope of the project?

**ASSESSMENT/RESULTS** (10 points)

What effort was made to assess whether the goal(s) or objective(s) were met, problem solved? Was the strategy aligned with the category theme? Are there other indicators of success, quantitative or qualitative, in meeting the objective(s)?

To qualify as a Winner or Finalist, the Submission must receive a total score of at least 50 points ("Threshold Score"). Sponsor reserves the right to not select a Winner or all four (4) Finalists if there are not sufficient Submissions that meet the Threshold Score. Sponsor will not disclose judging scores.

The Nominee highlighted in the highest scoring Submission that meets or exceeds the Threshold Score for each Award Category will be deemed the potential Winner for the applicable Award Category. The Nominees highlighted in the next four (4) highest scoring Submissions that meet or exceed the Threshold Score for each Award Category will be deemed the potential Finalists for the applicable Award Category.

In the event of a tie, the Nominee (individual or entity) highlighted in the Submission that received the highest score for Creativity/Quality, as determined by the qualified judges, in their sole discretion, will be deemed the applicable Winner or Finalist from among the tied Submissions.

**8. Finalist and Winner Notification:** Sponsor will notify the Nominators associated with each of the potential Finalists and Winners by email, on or around 15 August 2019. Sponsor will ask each Nominator to have the Nominee or authorized representative of the Nominee to contact the Sponsor within five (5) days of the date notice is sent. If potential Nominee Finalists and Winners do not respond to Sponsor confirming acceptance, Sponsor may select alternate Finalists and Winners using the judging process described in Section 7,

**9. Prizes:** THREE (3) INDIVIDUAL AWARD PRIZES (1 awarded for each Individual Award Category): Winner will have the opportunity to direct a donation of \$5,000 to a charitable organization of winner's choice.

THREE (3) SECTOR AWARD PRIZES (1 awarded for each Sector Award Category): Winning entity will have the opportunity to direct a donation of \$2,000 to a charitable organization of winner's choice.

NINE (9) INITIATIVE AWARD PRIZES (1 awarded for each Initiative Award Category): Winning entity will have the opportunity to direct a donation of \$1,000 to a charitable organization of winner's choice.

*For All Prizes:* Sponsor reserves the right to approve charitable entities selected by each winner. Charitable entity must be a 501(c)(3) or equivalent if from a country outside of the United States.

**10. Invitation to The .ORG Impact Awards Event:** Each Winner and Finalist are invited to attend The .ORG Impact Award Event in Washington D.C. in October 2019 and bring one (1) additional guest. Sponsor will provide all details about this event once they are determined. Additionally, Sponsor will reimburse travel expenses up to \$1,000 for each Winner and Finalist in the **Individual Awards category** that confirm that they will attend by 15 September 2019 and provide travel expense documentation by 31 October 2019 in a format acceptable to Sponsor. To the extent that the travel reimbursement is being provided to an individual or company/entity that is not a 501(c)(3) organization (or equivalent), individual and/or company will be required to provide Sponsor with IRS Form W-9 (for U. S. residents) or IRS Form W8-BEN (for non-U.S. residents). Sponsor will issue Forms 1099 and/or 1042 reporting this travel reimbursement as income.

**11. Release:** By receipt of any prize, each Finalist and Winner agrees to release and hold harmless

the Sponsor, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize, including any related travel.

**12. Publicity** Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

**13. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**14. Limitations of Liability:** Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

**15. Disputes:** Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions

concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**16. Entrant's Personal Information:** By participating in the Contest, Nominator authorizes the collection, processing, and transfer of their personal data and acknowledges that data will be processed by Sponsor for the purposes of administration of the Contest. Depending upon the location of the Entrant, the Entrant should be aware that consent covers the potential transfer of EEA data outside of the EEA. All information submitted to the Sponsor as part of this Contest will be treated in accordance with the following privacy policy, available at <https://pir.ORG/policies/org-idn-policies/privacy-policy/>. Personal information will be used to contact potential winners. Nominators and Nominees have the right to access, withdraw, and correct their personal data at any time the right to restrict or object to the processing of their personal, the right to data portability, as well as the right to define directives regarding the fate of your personal data after your death. In addition, Entrants may revoke their consent to process and/or transfer their data at any time. Entrants may request such action by contacting the Sponsor at [privacy@pir.org](mailto:privacy@pir.org). The data controller is the Sponsor. Transfer of personal data from the EEA to the United States are subject to adequate safeguards as set forth in the relevant privacy policy identified above. Entrants should be aware that if consent to process and transfer their data is not provided it may limit the Entrant's ability to participate in the contest and or limit the ability of the Sponsor to communicate with the Entrant. The purposes for collection, processing, and transfer of Entrant data are made explicit during the entry process.

**17. Winner Announcement:** Finalists will be announced on or after 15 August on the promotion website: <https://www.orgimpactawards.org/>. Winners will be announced at The .ORG Impact Awards Ceremony that will be held in Washington D.C. in October 2019 and will be highlighted on the promotional website after the ceremony.