



# The .ORG Impact Awards

2020 Entry Kit

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# About The .ORG Impact Awards

## Overview

For more than 30 years, the .ORG domain has been the foundation that powers the inspiration of millions online around the globe. From individuals to large corporations, small community groups to multinational NGOs, each .ORG aims to positively impact the communities it serves.

The .ORG Impact Awards (OIAs) recognize .ORGs that are connecting communities, making a difference in the world, and leveraging the Internet for transformative change. This annual program celebrates .ORG domain name users of all sizes for their contributions to their cause, their organization's goals, and society in general.

## No 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 winners with a monetary donation and an opportunity to showcase their .ORG's good work or individual efforts by their supporters.

## Why Nominate?

The .ORG Impact Awards celebrates purpose-driven achievements of members of the .ORG Community. Their great work will be reviewed by an esteemed judging panel comprised of leaders in the Internet, nonprofit and marketing sectors. Benefits include:

- Cash donations to a charitable organization of your choice (subject to these [rules](#) ranging from \$5,000 - \$30,000 to the winners. (Note: in the event of a tie, the cash award will be split — see below and rules for details).
- A custom trophy for the winners.
- A dedicated logo mark for use on their .ORG's website and materials 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 nominated .ORG to increase the potential of partnership development, talent acquisition and audience reach.
- Providing additional validation to programs that can help build, strengthen and fund them in the future.

## Key Dates

Thursday, June 18, 2020	Nominations open
Wednesday, September 9, 2020	Nomination period closes
Monday, October 12, 2020	Finalists announced

### **The Ten Days of .ORG**

Monday, November 30, 2020	Combatting Covid-19
Tuesday, December 1, 2020	Promoting Education
Wednesday, December 2, 2020	Outstanding Volunteer
Thursday, December 3, 2020	Championing Equality, Equity, Inclusion
Friday, December 4, 2020	Innovation Award
Monday, December 7, 2020	Advancing Environmental Sustainability
Tuesday, December 8, 2020	.ORG Newcomer Of The Year
Wednesday, December 9, 2020	Fighting Hunger And Poverty
Thursday, December 10, 2020	Promoting A Safer Internet
Friday, December 11, 2020	.ORG Impact Awards .ORG Of The Year

### **Awards Celebration**

In light of the Covid-19 pandemic, award winners will be announced on the .ORG Impact Awards website beginning on November 30, 2020. Each day will not only promote the winner and finalists of that day's award, but more broadly celebrate the amazing people who are helping make the world a better place.

## Categories

The .ORG Impact Awards seek to celebrate significant achievements by members of the .ORG community. There are nine award categories subject to the nomination and judging process.

1. **Combatting Coronavirus** – Recognizes an organization or individual whose efforts helped manage Covid-19 outbreaks, provided essential information, provided essential products or services, helped create policies to combat coronavirus, or created solutions to medical equipment shortages.
2. **Promoting Education** – Recognizes an organization or individual for contributions in promoting education for all, without regard to race, gender or financial status.
3. **Outstanding Volunteer** – Recognizes an individual in an unpaid role who performed above and beyond what is reasonably expected of a volunteer, made significant contributions to the programs and activities, and whose efforts positively affected the mission of the organization.
4. **Championing Equality, Equity and Inclusion** – Recognizes an organization or individual for efforts toward furthering diversity, equality, equity and inclusion in society through creation of policies, procedures and practices, creation of programs or other activities that promote and foster diversity, equality, equity and inclusion.
5. **Innovation Award** – Recognizes an organization or individual who has broken new ground for an organization by demonstrating new ways of thinking, approaching and/or solving issues or challenges.
6. **Advancing Environmental Sustainability** – Recognizes an organization or individual whose efforts advanced or will advance a clean, healthy environment without damage to our environment or depletion of nonrenewable resources.
7. **ORG Newcomer of the Year** – Recognizes a person or organization that started less than five years ago and demonstrated experience for exceptional contributions by demonstrating initiative and leadership around a specific task, project or campaign.
8. **Fighting Hunger and Poverty** – Recognizes a person or organization who has made significant contributions and innovations in the fight to end hunger and poverty on a local, national or global scale.
9. **Promoting a Safer Internet** – Recognizes a person or organization whose efforts promote online safety whether through education, working with policymakers or advocacy.

The tenth and final award is the .ORG IMPACT AWARDS .ORG of the Year award and the winner will be selected by PIR from the nominations received in the other nine categories.

10. **.ORG Impact Awards .ORG of the Year** - This award recognizes an organization using the .ORG domain, and honors outstanding achievement as evidenced by results and/or contributions to its sector, constituents, community or society at large. The .ORG of the Year will be selected by PIR in its sole discretion from the .ORGs nominated in the other nine categories.

# Finalists and Award Celebration: The Ten Days of .ORG

## Awards Celebration

In light of the Covid-19 pandemic, award winners will be announced on the OIA website from November 30, 2020 through December 11, 2020. Each day will not only promote the winner and finalists of that day's award, but more broadly celebrate and showcase the amazing people who are helping make the world a better place.

## Awards

The winners in each category of The .ORG Impact Awards will have the opportunity to direct a monetary donation to the charitable organization of their choice, as follows:<sup>1</sup>

- .ORG IMPACT AWARDS .ORG of the year: \$30,000 USD
- Combatting Coronavirus: \$15,000 USD
- All other winners: \$5,000 USD

In addition to a monetary donation, winners will also receive:

- A custom trophy;
- An invitation to speak at the 2021 symposium (this is currently scheduled for March 2021, subject to circumstances);
- Free advertising and promotion during this time and with continued consent, our future marketing efforts: and
- The opportunity to be included and honored at our 2021 in-person event. The 2020 OIA finalists will also have the opportunity to be included and honored at our 2021 in-person event

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<sup>1</sup> 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. If this scoring is the same, PIR in its sole discretion may split the award and have co-winners.

## Entry Criteria

- All organizations nominated to any category must have a website hosted on the .ORG domain.
- All individual nominees must have an established role at an organization with a website on the .ORG domain.
- All submissions must be in English.
- Activities highlighted in the submission must have occurred between June 1, 2019 and June 1, 2020. If the activity began before June 1, 2019 or extends beyond June 1, 2020 the entry is still eligible so long as meaningful activity occurred between the two dates.
- Organizations and individuals may submit to more than one category/subcategory, but each submission must be original (i.e., an entry for one award category may not be resubmitted verbatim for a different award category).
- The nominator must be at least 18 years old and **have permission to nominate** the individual or organization that uses or has a connection to .ORG domain
- Individuals or organizations who reside in Cuba, Burma/Myanmar, Iran, North Korea, Sudan or Syria, may not nominate or be identified as a “Nominee”
- 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 organizations or be considered as a Nominee for any award.

### Entry Judging

There are two stages of judging:

**Round 1:** All entries will be reviewed by Review Panel (consisting of PIR staff, PR agency, or other PIR affiliates) to identify the top 10 entries in each category. These would then proceed to Round 2.

**Round 2:** Top entries from Round 1 will be reviewed by the Judges Panel with the objective of identifying a winner in each category, as follows:

- 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 instructed 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 winners are announced commencing Monday, November 30, 2020.

## 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 the same criteria. Each entry should also include a minimum of one supporting document; up to five supporting materials will be accepted.

The following summary responses and information will be required according to each award category:

For the **Combatting Coronavirus, Promoting Education, Championing Equality, Equity and Inclusion, Advancing Environmental Sustainability, Fighting Hunger and Poverty, and Promoting a Safer Internet** award categories, please respond to the following questions (max of 500 words):

- What challenge, opportunity or situation was the nominee seeking to address?
- What was the nominee's approach to addressing the challenge, opportunity or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- Describe how the nominee's efforts, contributions and leadership contributed to achieving its goals and led to the betterment of the organization and/or the society at large?

For the **Outstanding Volunteer** award category, please respond to the following questions (max of 500 words):

- What challenge, opportunity or situation was the nominee seeking to address?
- What role did the nominee play in helping address a challenge, opportunity or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- What actions made this nominee stand out?

For the **Innovation** award category, please respond to the following questions (max of 500 words):

- What challenge, opportunity or situation was the nominee seeking to address?
- What was the nominee's approach to addressing the challenge, opportunity or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- How was the nominee's approach different from previous efforts and why was this new approach chosen?
- Is the approach replicable to other challenges, opportunities or situation either in this field or more broadly? If yes, please elaborate.

For the **.ORG Newcomer of the Year** award category, please respond to the following questions (max of 500 words):

- What challenge, opportunity or situation was the nominee seeking to address?
- Had that challenge, opportunity or situation not been addressed in a significant way before?
- What role did the nominee play in helping address that challenge, opportunity or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- What actions made this nominee stand out?

Other requirements for ALL nine (9) award categories:

- Affiliated .ORG name and URL
- Description of nominated person or organization

- Organization's logo
- Submitter's name
- Submitter's email address
- 1-5 supporting materials\*

### **Supporting Materials**

Supporting documentation will bring your award entry to life. Each award entry may be supported by up to 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.

The number of supporting materials submitted is at the discretion of the award entrant, but please be advised that if you reference an item in your summary responses, it is wise to include it in your documentation. 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 or categories for which your nominee is best suited.
- **Then**, assign a project leader to oversee and manage your submission and team.
- **Next**, develop a plan for completing your nomination submission 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 nomination submission:

#### 1. Writing Your Nomination Submission

If successful, your nomination submission will win the award for your nominee so don't underestimate its importance. Make each response to each entry question succinct and engaging. Make sure your answers address the elements required under each 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 describing, how 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 submission straightforward and to the point. Give the judge a good overview of your nominee's organization and the initiative, issues(s) 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 nomination responses, but please remember to address the actual questions in the online form (also above) when submitting your nomination.

#### Situation Analysis

- What was the plan or goals 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 the plan? Were there measurable objectives of the plan?
- What was the budget? If there was low or no budget available, how was this challenge overcome?

#### Programmatic Execution

- How did activities flow?
- What was the 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

- What happened? What were your nominee's results?
- How did you evaluate the results? What methods did you use?
- How did the results compare to the specific goals or measurable objectives outlined in your nominee's 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 nominee's 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 nominee's progress, change and results. The judges are looking for evidence of your nominee's hard work, so be sure to show it off!

## **3. Review your Nomination Submission**

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 nominee 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 Nomination Submission**

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>.