

Golden Excellence in Media Entry Categories

- Campaign DVD
- Campaign/Impact strategy **Communications In Print:** brochures, posters, direct mail, and organization materials –pick the one entry that is your best work
- Newsletters and/or Annual Reports
- **Miscellaneous Non-Campaign Communications:** planned giving materials, training manuals, and Web sites (must include hard copy)
- **Special Events:** themes, invitations, and promotional pieces
- Radio/TV

Entry deadline is February 16, 2010
United Ways must follow UWW's branding criteria

Divisions

- A. Metros I & II
- B. Metros III-V
- C. Metros VI-XI

Entry Guidelines

- ◆ The contest is open to any Indiana United Way/Fund
- ◆ Only one entry per category per United Way
- ◆ **United Ways must follow UWW's branding criteria or you will not be eligible for the GEM**
- ◆ Marketing materials must have been used in calendar year 2009
- ◆ **No previous entries** in this contest are eligible
- ◆ Each entry must be clearly identified with United Way/Fund name, category, and division, using entry form provided for each entry (copy entry form as needed)
- ◆ Each entry should be placed in a separate **pocket folder**
- ◆ ***Entries will not be returned***

- ◆ **Collaboration projects** must use separate guidelines for entry
 - ◇ Each collaboration **must** determine **which** United Way is the **lead organization** and its Metro size
 - ◇ One United Way can submit the entry
 - ◇ Previous collaborations can not be repeated
 - ◇ Each organization will be mentioned and will receive a certificate if a winner, but only the lead organization will receive a **GEM** if that entry is a winner

Entries must be received by **February 16, 2010**, at:

Indiana Association of United Ways
Attn: Iverne Russell
3901 N. Meridian Street, Suite 306
Indianapolis, IN 46208-4026

Judging Criteria and Awards

Entries will be judged on innovation, accomplishment of purpose, production quality, and measurable success. Winners will be announced and awards presented **April 13, 2010**, at the State Leaders Conference held at the **Hilton Indianapolis North, 8181 North Shadeland Avenue, Indianapolis, IN.**



Entry Form
United Ways/Funds State Leaders Conference 2010
GEM Awards
Golden Excellence in Media Contest
(Use a separate form for each entry) Deadline **February 16, 2010**

Category Entered: _____ Campaign DVD
(Please check one) _____ Special Events
_____ Campaign/Impact Strategy Communications in Print
_____ Miscellaneous Non-Campaign Communications
_____ Newsletters &/or Annual Reports
_____ Radio/TV Ads

Division: (please check one)
_____ Metros I & II _____ Metros III-V _____ Metros VI-XI

United Way/Fund: _____

Contact Person: _____ **Phone:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____

1. Describe the entry? (limit answer to 10 words or less)

2. Purpose of the piece? (limit answer to one or two sentences)

3. Results achieved and measurable success? (provide facts and figures related to actual use)

4. Overall cost of project (*not including salaries*, include any in-kind donations for the project)