**CATEGORY: SPECIAL OR EMERGENCY PROJECTS**

**Complete your answers below. Click on the grey box and start typing. Remember to save regularly.**

Organisation:

Campaign Title:

*Please use the exact title that you wish to appear in all documentation including, but not limited to, media releases, certificates and trophies. Spelling will be taken as it appears.*

Period of Campaign

*Campaigns must be conducted during the last 18 months: 1 March 2017 to 31 August 2018.*

Date Commenced: (DD/MM/YYYY)       Date Concluded: (DD/MM/YYYY)

**FIA MEMBERSHIP DETAILS:**

This Award Entry is certified by: Member’s Name:

The Member above is an:

Individual Member of FIA (minimum MFIA)  Organisational Member of FIA

**CEO/FINANCIAL CONTROLLER OR EQUIVALENT (OF CHARITABLE ORGANISATION):**

Name:

Position:

Phone Number:

Email:

Number of full time fundraising professionals on staff:

Organisation’s annual fundraising revenue (excluding bequest revenue):   
  
 $5 million or less  Over $5 million

I am the CEO/Financial Controller/or equivalent of the organisation whose campaign is the subject of this entry. I approve the entry of this campaign according to the terms and conditions of entry. The information submitted herein is accurate. I agree to FIA using any/all material entered for promotion of the Awards. I agree to FIA using aggregated data for purposes of research on fundraising benchmarks.

**CONTACT PERSON FOR AWARDS ENTRY:**

Name:

Position:

Organisation:

Email:

Work Phone (please include area code):

Address:

Suburb:

State:       Postcode:

**CERTIFICATE OF RECOGNITION:**

Please include the names of up to six key personnel or key contributors (agencies/suppliers etc) involved in the program/campaign/project submitted for this entry. Only the personnel/contributors listed will be issued individual award certificates. If more than six key personnel, you may like to list only the campaign title on the certificate.

Please ensure that the names below are spelt correctly. FIA will not reprint certificates if these names are spelt incorrectly.

1.

2.

3.

4.

5.

6.

**CAMPAIGN INFORMATION REQUIRED:**

As a general rule it is expected that **no more than 300 words would be required in each section** but feel free to go over that suggestion if required.

Has this campaign received a national FIA award in the past? If yes, in your responses, ensure you demonstrate the differences made to the campaign since the last nomination.

Yes, this campaign has received a national FIA award in the past.

**Executive Summary, Case Statement and Background to Entry Points available 10/100**This information should be a comprehensive summary describing your award entry. It should include target market, the project, problem or emergency, opportunities realised and fundraising objectives as well as **how this campaign fits within the overall fundraising strategy of the organisation**. *This information will appear in all introductions, publications and media releases for winning entries.*

**Campaign Objectives Points available 10/100**

What was the goal of the campaign? Outline the campaign objectives showing how they were determined and how the special project or emergency appeal related to your overall fundraising program and organisational objectives.

**Strategy Development Points available 20/100**

Outline your campaign strategy – who did you target and why, what fundraising channels did you use, and how did you decide on the final approach. Outline any creative or innovative strategies considered &/or used, including the key message of the campaign.

**Campaign Deployment Points available 15/100**

Outline your campaign deployment. What tools/techniques/resources (human/physical; internal/external etc) did you use and why? What was the timing of activities and how were they integrated? Were there any unique challenges and how were they overcome? List any additional resources used for this appeal such as volunteers, consultants. Please include details on the contribution each resource made to the overall project.

**Campaign Measurement Points available 15/100**

Show how you measured the campaign’s performance. What were the key metrics? What were the results vs your expectations? What did you learn from these results?

In addition, please complete the metrics spreadsheet ([download here](https://fia.org.au/wp-content/uploads/2018/07/2019_Metrics-Special-or-Emergency-Projects_unlocked.xlsx)). Complete only those sections that apply to your campaign; and only complete the highlighted cells as formulas have been entered into the non-highlighted cells to calculate metrics based on your information.

If the tables provided do not adequately allow you to show your key metrics please feel free to provide your own metrics table.

**Campaign Successes Points available 10/100**

What were the key successes of the campaign? How did you measure success? How did the results add value to your overall fundraising strategy and assist in achieving your organisations objectives?

**Campaign Hindsight Points available 10/100**

What strategies worked, which didn’t, and what would you do different in hindsight? What are your future plans for the acquired donors?

**Final Outcome of the Campaign Points available 10/100**

Provide a summary of your campaign results, in terms of financials, key metrics and program outcomes.

Supporting Documents:

Please provide the following with your submission:

A maximum of three pieces of supporting material for your submission.

A video, audio, Powerpoint presentation or other media suitable for showing at FIA's Conference Gala Awards Dinner. This could be one of the three pieces of supporting material or an additional piece.

The logo of the organisation the nominee represents (high res EPS or JPG minimum 600dpi).

At least two images suitable for the 2019 Awards publication.

List of key suppliers, contractors, supporters and personnel.

Please note that these materials may be used in Powerpoint presentations and other published materials related to the Awards. FIA reserves the right to reproduce entries in all FIA publications and in other promotional materials, including the FIA website and media releases.

Terms and Conditions of Entry:

1. Organisations submitting an entry must employ at least one current individual member of FIA (minimum MFIA). Alternatively, the submitting organisation or consultancy must be an organisational member of FIA.
2. If the entry is being submitted by a consultant the CEO/Financial Controller/or equivalent of the submitting charity must endorse the entry form.
3. Entries can be submitted in more than one category. An entry fee applies each time the entry is submitted.
4. Payment of the entry fee must be included on the following page. This submission will not be considered complete unless this is included.
5. No alterations to entries will be permitted after the closing date.
6. Entries will not be accepted unless they are complete and submitted according to guidelines.
7. Certificates will be presented to the persons named on the submission form to a maximum of six (6) people and an award will be presented to the organisation listing those named.
8. FIA reserves the right to use any/all submission material entered for promotion of the Awards. FIA may use aggregated data for purposes of research on fundraising benchmarks.
9. Under no circumstances shall FIA be held responsible for the payment of any royalties or other charges for the use of materials provided in support of the awards. All entries become the property of the FIA on submission.
10. Judges reserve the right to withhold awards at their discretion if entries received are not meritorious. The decision of the judges will be final and no correspondence will be entered into. FIA accepts no responsibility or liability for any loss of commercial privilege or any other thing which constitutes loss or damage as a result of an entry in FIA’s Awards for Excellence in Fundraising.

I/we abided by [FIA’s Code](https://fia.org.au/fiacode/) in all aspects of this campaign.

**PAYMENT DETAILS:**

Total Cost Payable: **$ 100** (GST inclusive)

**Please complete your credit card details below.**

*Submissions will not be accepted before payment has been received.*

Please debit my:  MasterCard  Visa  Amex

Card number:

Expiry Date:      /       CCV:

Cardholder Name:

**HOW TO SUBMIT:**

Please return the completed submission form in word format, along with the campaign metrics and supporting documentation to:

**Subject:** FIA Awards Submissions

**Email:** [training@fia.org.au](mailto:training@fia.org.au)

A tax invoice will be forwarded on receipt of payment.

All submissions and payments must be received by **5pm, Monday 10 September, 2018**