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# **BEST VOLUNTEER PROGRAM**

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Submission Guide





# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

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## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### About the Award

The FIA Awards for Excellence in Fundraising are a key component of Fundraising Institute Australia's commitment to champion best practice in fundraising.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate the hard work and successes across the year, provide an opportunity for acknowledgement by your peers, and promote the role of fundraising in improving our society.

### Best Volunteer Program

The Best Volunteer Program Category includes programs, campaigns or projects that use volunteers to acquire new or engage existing donors to support the ongoing work of the organisation. The focus of the award is on the effective use of volunteers in the campaign, to achieve campaign objectives.

The Best Volunteer Program Category is split into two divisions. The divisions are:

- Organisation's with annual fundraising revenue\* of \$5 million or less (excluding bequest income)
- Organisation's with annual fundraising revenue\* of more than \$5 million (excluding bequest income)

\*Fundraising revenue is considered income that has been raised by the fundraising team / fundraiser via fundraising programs, in other words it is income derived from charitable giving. Therefore, by its nature it excludes government grants, investments, fee for service, interest etc.

### Award Requirements

This submission must be completed and signed by a member of FIA and the CEO/Financial Controller or equivalent. If you are not a current member or are unsure of your membership status please call 1300 889 670.

Program must be conducted during the last 18 months (1 March 2017 to 31 August 2018) to be eligible for an award.

### How to Enter:

**Step 1:** Complete Submission form (*please see link below*)

**Step 2:** Complete Metrics (*only needed for organisation awards categories*)

**Step 3:** Click [here](#) to submit online nomination form, and upload submission with supporting documents.



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### Nomination Form

You will need to fill in the following [submission form](#).

Please see below for a list of information you will need to prepare and questions you will need to answer in order to complete the nomination form. All questions listed require answers.

The cost to submit your nomination is \$100 inc gst.

Applications close on Monday 10 September, 2018

### Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email [training@fia.org.au](mailto:training@fia.org.au)

### Submission Form Questions

#### CONTACT PERSON DETAILS

- Contact First Name
- Contact Last Name
- Contact Email Address
- Position
- Organisation
- Phone number
- Address details

#### CEO/FINANCIAL CONTROLLER OR EQUIVALENT DETAILS

- Full name
- Position
- Phone number and email address
- Number of full time fundraising professionals on staff
- Annual fundraising turnover of the organisation (excluding bequest revenue)

#### CERTIFICATE OF RECOGNITION

Please include the names of up to six key personnel or volunteers involved in the program. Only the personnel listed will be issued individual award certificates. If more



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than 6 key personnel, you may like to list only the volunteer program title on the certificate.

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

### PERIOD OF PROGRAM

Program must have been conducted during the last 18 months: 1 March 2017 to 31 August 2018.

Date Program Commenced:

Date Program Concluded:

### PROGRAM 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.

### 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.

- **Executive Summary**

Provide a comprehensive summary of the program and the use of volunteers in campaigns, programs or projects to acquire new and/or engage existing donors. It should include problems, opportunities, and objectives as well as how the volunteers and volunteer program fits within the overall fundraising strategy of the organisation. This information will appear in all introductions and FIA publications and media releases for winning entries.

**Points available 20/100**

- **Campaign & Volunteer Involvement Strategy**

A) What is the goal of the volunteer program? How are volunteers utilised in campaigns, projects and/or programs for the organisation?

B) What was the goal of the campaign/s where volunteers were used? Outline the campaign objectives showing how they were determined and how the volunteer program and volunteers related to your overall fundraising program and organisational objectives.

**Points available 20/100**



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- **Volunteer Recruitment and Development Strategy**  
Please detail the volunteer program, recruitment and development strategy, engagement and recruitment channels used. What rationale was behind the chosen channels? How are volunteers recruited? What was the volunteers' duration with the organisation? What is the progression and development for a volunteer within the organisation and volunteer program?  
**Points available 20/100**
- **Volunteer Relationship Building and Stewardship**  
How did the program strengthen volunteer relationships by creating / enhancing awareness of the organisation, mission or cause; AND/OR acknowledgement and recognition of volunteers.  
**Points available 20/100**
- **Campaign Measurement and Volunteer Contribution**  
Please tell us how you measured the success of the campaign/s volunteers were involved in. What were the key metrics? What were the results vs your expectations. What did you learn from these results? How did you measure the volunteer contribution, effectiveness and impact? Explain how you invested in the development of the program.  
**Points available 10/100**
- **Final Outcome of the Volunteer Program**  
Provide a summary of your results, in terms of money raised, program/social outcomes, volunteer effectiveness and impact. Is (or how is) the program sustainable or repeatable?  
**Points available 10/100**

### SUPPORTING DOCUMENTS

- 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 (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



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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 made before a submission is considered complete.
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 (can include volunteers) 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 the FIA Awards for Excellence in Fundraising.