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# IMPACT ON A SHOESTRING

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Submission Guide





# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

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## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### **About the Awards**

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.

### **Impact on a Shoestring**

*Small Budget, Big Impact*

This award recognises fundraising that achieves significant impact when limited investment is available. This includes limited operational budgets, human and other resources that deliver fundraising success.

Providing smaller charities the opportunity to highlight and celebrate their fundraising successes, the eligibility criteria for this category is:

- Organisations with annual fundraising turnover of up to \$2,000,000
- A campaign budget of up to \$30,000 (not including staff costs)

#### Applicable Types of Fundraising

Including, but not limited to:

- Major Gifts – Including Capital Campaigns
- Community Fundraising – Including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – Including Gifts in Wills, cash and regular giving
- Merchandise Campaigns
- Grants, Trusts and Foundations
- Corporate Partnerships

### **Award Requirements**

The submitting organisation must be a 2023/24 Organisational Member of FIA and the submission must be approved by the CEO/ Head of Fundraising or equivalent. If you are not a current member or are unsure of your membership status please call 1300 889 670.



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2022 to 31 August 2023, unless otherwise specified.

### **How to Enter:**

Complete the online submission form [here](#) and upload supporting documentation as required.

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.

### **Cost:**

There is no charge for entries in 2024.

**Applications close on Friday 1 September 2023.**

### **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) or visit our website [www.fiaawards.org.au](http://www.fiaawards.org.au)

## **Submission Form Questions**

### **CONTACT PERSON DETAILS**

- Contact first name
- Contact last name
- Contact email address
- Position
- Organisation
- Phone number

### **CEO/HEAD OF FUNDRAISING OR EQUIVALENT DETAILS**

- Full name
- Position
- Phone number and email address



# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

## PERIOD OF CAMPAIGN

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2022 to 31 August 2023.

Date Campaign Commenced:

Date Campaign Concluded:

## 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.

## CRITERIA

Guide: approx. 300 words per criteria

<p><b>1) Executive Summary</b></p> <p>a) Tell us how you used limited resources to make a big impact on your fundraising program and organisational strategy. What was the purpose of the activity/campaign and how did it relate to overall organisational fundraising strategy?</p> <p><i>This information may be used for introductions, publications, media releases and trade publication reviews.</i></p> <p>b) Please provide a short (approx. 1-3 min) video telling us about your campaign and what impact it had. This can be a simple video filmed on your phone. The quality of the production will not be considered in the judging process – it’s about the story you tell. To see examples of some of the videos the judges have rated highly in the past, visit <a href="#">#TopTips   FIA Awards</a></p>	<p><b>20%</b></p>
<p><b>2) Strategy</b></p> <p>What was your campaign strategy? What did you set out to achieve? How did limited resources impact on the type of campaign you ran or decisions you made? How did the campaign team ensure the project reached its objectives while maintaining it’s budget?</p>	<p><b>20%</b></p>
<p><b>3) Resourcing and Execution</b></p> <p>What resources were used to execute this fundraising activity? This should include human resources (number of staff and volunteers and their roles), financial, suppliers and other resources. How did you maximise these resources?</p>	<p><b>20%</b></p>



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

<b>4) FIA Code Alignment</b> State at least one way your campaign showed alignment to the FIA Code.	<b>10%</b>
<b>5) Impact and outcomes</b> a) What was your return on investment against input and against strategy? b) How did the outcomes have a big impact on the organisation? c) What lessons were learnt?	<b>30%</b>

### SUPPORTING DOCUMENTS

Please provide the following supporting documentation:

- The organisation's logo (high res EPS or JPG minimum 600dpi).
- At least two images suitable for the 2024 Awards publication.
- Up to three pieces of other materials to enhance your submission. These could include videos, audio, collateral, Powerpoint presentation or other media suitable for showing at FIA's Gala Awards Dinner.

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.

### TEAM INFORMATION / CERTIFICATE OF RECOGNITION

You are encouraged to credit all members of the team that contributed to this campaign.

Please include the names of up to 6 key personnel or key contributors (agencies/suppliers etc) involved in the campaign. Only the personnel listed will be issued individual award certificates. If more than six personnel, you may choose to have the Organisation and Campaign Title only listed on the certificate.

Please be sure to spell names correctly and include their post nominals. People hate it when their names are misspelt, especially if it appears on an award certificate!



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### **Terms and Conditions of Entry**

1. The submitting organisation must be a 2023/24 Organisational Member of FIA and the submission must be approved by the CEO/Head of Fundraising or equivalent.
2. If the entry is being submitted by a consultant the CEO/ Head of Fundraising /or equivalent of the submitting charity must endorse the entry. The submitting consultancy must also be a 2023/24 Organisational Member of FIA.
3. Campaigns can be submitted in more than one category.
4. No alterations to entries will be permitted after the closing date, 1 September 2023.
5. Entries will not be accepted unless they are complete and submitted according to guidelines.
6. 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.
7. 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.
8. 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.
9. 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.



## Organisational Awards Checklist

### Pre-application

- Is your organisation an FIA Organisational Member (2023/24)?
- Was the campaign you're entering conducted, or partially conducted, during the last 18 months?
- Have you received an appropriate endorsement from the CEO/ Head of Fundraising or equivalent to submit your entry?
  - Please note that this also applies if you are a consultant applying on behalf of a charity

### Application submission

- Have you answered **all questions**?
- Have you made sure **your answers are effective** and:
  - Answer the question directly by relating each response to the specific criteria set out in that question?
  - Make a clear connection between objectives and outcomes of your campaign?
  - Have been reviewed by someone external to check the context of your answers is clear, particularly around objectives – do they make sense to someone not close to your campaign?
  - Repeat the key information when necessary – don't be afraid to say the important things a couple of times to reiterate their significance!
- Have you submitted **all supporting materials**:
  - **Your organisation's logo** (high res EPS or JPG minimum 600dpi)
  - At least **two images** suitable for the 2024 Awards publication
  - **Other materials** to enhance your submission. These could include videos, audio, collateral, PowerPoint presentation or other media suitable for showing at FIA's Gala Awards Dinner.
- Have you submitted a **video with a link that works** / is up to date? This is a key part of a successful submission – use it to enhance your entry by providing additional information, perspective and/or beneficiary voice.
- Have you included the **names of up to 6 key personnel or key contributors** (agencies/suppliers etc) involved in the campaign?
- Have you checked the **spelling of all names** submitted?
- Have you submitted the **application form**?