ADRP International Stewardship Awards
Digital Communications Application Questions

Entry Budget

For the purposes of categorizing applicants, please select the total budget for your entry from the drop down box:

Drop down box with budget ranges (please limit to one choice only):

$0-$2,499
$2,500-$5,000
$5,000-$9,999
$10,000-$14,999
$15,000+

Application

Please consider the following questions and provide concise answers. Please be specific.

Entry Description (500 word limit)

Briefly describe your entry, including:

- Type – Is it a stand-alone communication or part of a series? Please explain.
- Purpose
- Target audience
- Dissemination strategy (e.g. social media channels, direct mail etc.)

Innovation (500 word limit)

What makes your entry innovative? What does it achieve above and beyond the traditional communications piece?

Donor Relations Strategy (500 word limit)

Describe how the entry supports your department or institution's overall donor relations strategy. Does your entry have:

- leadership buy-in? Please describe this process.
- a connection to central branding, organizational goals, and unit goals? Please describe the connection using examples.
- donor-centric language? Please give some examples of the donor-centric language used in this piece.

Outcomes (500 word limit)

- Evaluate: How do you determine the success of the communication? What best practices are you applying?
- Learn: How do you learn from the challenges that arose during this project?
- Leverage: How have you leveraged the success of this piece?

- Engage: How did you measure audience engagement post-communication? How does this knowledge inform planning for future communications?

Additional Information (500 word limit)

Is there additional context or information you would like to add to your entry?

Leadership Team Contact

Provide a leadership team contact, so we may notify your team if your submission is selected as a finalist.

- Name
- Title
- Institution
- Email
- Telephone

Supporting documentation – One .pdf / 10 page limit

Please attach supporting documentation such as screen shots, emails, or other digital collateral. Supporting documentation of **no more than 10 pages must be saved as one .pdf document** and using the following naming convention: Digital _Comm_Organization_LastName.pdf