

## ADRP 2020 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: 2020\_Digital \_Comm\_ Organization\_LastName.pdf