

ADRP 2020 International Stewardship Awards Innovation 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-\$4,999

\$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 project, part of a series, or partnership? Please explain.
- purpose
- target audience
- dissemination strategy – how did you communicate your new initiative?

Innovation (500 word limit)

What makes your entry innovative? What does it achieve above and beyond traditional outputs?

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

- Engage: How did you measure audience engagement post-initiative? How does this knowledge inform planning for future work in this area?

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_New_Initiative_LastName_Organization.pdf