



2010 NFPW Communications Contest Guidelines

For Affiliate Contest Directors and Committees

POSTMARK DEADLINE

March 22, 2010 – All entries (no separate deadline for books this year).
No late exceptions.

ELIGIBILITY

All 2010 national contest entries must have been published, issued, broadcast, printed or e-published from January 1, 2009, through December 31, 2009.

Only work that has received a first-place award in a state affiliate contest or the at-large contest may be entered in the national competition. And because no first-place ties are accepted in the national contest, an affiliate may send no more than one entry per category.

OFFICIAL ENTRY FORMS

The official 2010 NFPW Contest Entry Form is available at nfpw.org in two formats. Entrants either may print the official form from a Word document or from a PDF file, fill it in and send it with their entries, OR they may use the digital entry form that will allow them to fill out the form online, print it and send it with their entries. Entrants should contact us if they are unable to obtain the form from the Web site, and we will fax it or e-mail it to them.

READY TO SEND?

Include:

- Entry Compilation Form
- All entries, each with its own Official Entry Form
- Single check for the total of fees made payable to NFPW
- Mail package to:

Gloria Watkins, NFPW Contest Manager
c/o American Pressworks, Inc. (APW)
120-A East Broad Street
Falls Church, VA 22046

Ph (703) 237-9804 or (800) 780-2715
g Watkins@americanpressworks.com

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Note: Contest Divisions and Categories are not contained in this document. They are available from the [Competitions page](#) of nfpw.org and from the [contest section of the Members Only page](#) of nfpw.org.

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MESSAGE FROM THE NATIONAL CONTEST DIRECTOR

To Affiliate Contest Directors:

We look forward to working closely with you to make the contest a valuable and memorable professional development experience for all of our members. Thank you for your good work toward this end.

If you have received this document and you are not the affiliate contest director or president, please forward this information to the proper person in your affiliate.

Each year, every affiliate must notify NFPW of the name of the current contest director, even if the information has not changed from the previous year. It is important that we know who to contact.

Please use this e-mail link: [Contest Director, Manager and NFPW Headquarters](#) or call NFPW headquarters at (800) 780-2715 with the following information: [

- Affiliate name
- Contest director's name
- Mailing address
- Phone number
- E-mail address

Please note the following for the 2010 contest:

1. The postmark deadline for all entries is **March 22, 2010**.
2. There are changes to the contest divisions and categories. Descriptions have been refined, some category numbers and letters have changed, and a few categories have been added while some have been combined.
3. The entry fee for each entry in the national contest is **\$20.00**.
4. The delivery address to send your contest entries has changed to
Gloria Watkins, NFPW Contest Manager
120-A E Broad St
Falls Church, VA 22046
Ph (703) 237-9804 or (800) 780-2715
g Watkins@americanpressworks.com
5. Official Entry Form is available online and hardcopy available upon request through Contest Manager. Use the same contact information as above.

We look forward to working with you this year as we move toward the contest culmination at the annual NFPW communications conference awards banquet and ceremony, scheduled for Saturday, Aug. 28, 2010, in Chicago.

Best wishes for a successful affiliate contest.

Cheryl Kohout
NFPW Communications Contest Director
Ph (520) 324-2109
Cheryl.Kohout@tmcaz.com

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SECTION 1 — Questions and Delivery of Entries

1. Who will answer my questions?

Questions about eligibility, guidelines, form preparation, categories, policy, etc., will be addressed by Cheryl Kohout, your volunteer/member contest director. Do NOT send entries to Cheryl. (Note: the NFPW contest director does not compete in the national contest.)

Contact: Cheryl Kohout
NFPW Communications Contest Director
Ph (520) 324-2109
Cheryl.Kohout@tmcaz.com

2. Where do I send the entries?

Entries, Compilation Form, and entry fees are to be sent to the NFPW Contest Manager.

Gloria Watkins, NFPW Contest Manager
120-A E Broad St
Falls Church, VA 22046
Ph (703) 237-9804 or (800) 780-2715
g Watkins@americanpressworks.com

Make check payable to NFPW.

SECTION 2 — Checklist for Entry Preparations

1. Who has the responsibility for disqualifying entries?

Please remember it is the affiliate contest director's responsibility to inform the membership of the correct way to enter the contest. If the entries are submitted incorrectly, e.g., a required one-page statement is lacking, the affiliate contest director must either disqualify or redo them before sending the first-place winners to the national contest. That is a judgment call for the affiliate contest director. If the entries are not corrected, they will be disqualified at the national level.

2. How can I make sure none of the entries from my state are disqualified?

Use the checklist below to ensure entries are correct, follow the outline and the instructions in this document, meet the deadlines and use the national form to submit national contest entries.

3. How do I get the Official Entry Forms for the National Contest?

- a. Go to nfpw.org and download the Official National Contest Entry Form.
- b. Contact Gloria Watkins, Contest Manager, if you have trouble accessing the entry form: (800) 780-2715 or gwatkins@americanpressworks.com.

One copy of the official form should be attached to each entry.

Backup copy: Unless you have all contest entry information in a database, we recommend that you make a copy of each entry form as a backup should anything get lost in the mail.

4. How shall I prepare the first-place winners for the national contest?

- a. All affiliate cover sheets, judges comments, indications of place awarded in the affiliate contest **MUST BE REMOVED** before the entry is submitted to national. Make sure there are no state judge's ratings, comments or markings on anything you will send to national. This includes the entry, tearsheets, manila envelope, DVD cover, etc. If the judge's marking can not be removed, get clean copies from the entrant or a clean envelope. (Judge's notes/marks on an entry submitted to national is grounds for disqualification of the entry.)
- b. Each entry must be accompanied by the official national contest entry form. **DO NOT** staple entry form to the entry.
- c. Double-check the accuracy of the information on the national entry form. Winners' certificates are made from these forms. Be sure that all names (as entrants wish them printed on certificate) are spelled correctly. Please be sure mailing addresses are correct because they are used to mail certificates to winners who cannot attend the conference. (It is time-consuming and expensive to redo certificates.)
- d. Be sure the names on the Compilation Form are alphabetized by last name. (See sample compilation list in Section 3 of in this handbook.)
- e. Be sure all entries (including books) are boxed in order by category number/sub-category letter.
- f. Use the quickest, most reliable mailing method possible. Mail the affiliate entries on or before the national deadline for all entries. Materials postmarked after the national deadline will be disqualified.
- g. Every entrant and co-entrant submitting entries to the national contest must be a member of NFPW. It is the affiliate's responsibility to verify the status of the competitors in the national contest. Membership may be applied for and verified by contacting NFPW HQ.

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- h. Include a single check from the affiliate treasurer to cover the sum of all the entries mailed to the national contest (\$20 fee for each entry). Make check payable to NFPW.
- i. Include the check in the package with the entries and the Compilation Form.
- j. Note that no entries will be returned. Only those entries that receive a national first-place award will be on display at the 2010 Conference in Chicago, and may be picked up at the end of the conference. If the materials are not picked up, they will be destroyed (except for books, which will be returned to the entrant if a \$10 return fee is paid or, if not, then given to the host affiliate for donation to a local library).
- k. The Contest Manager will acknowledge receipt of your entries if you enclose a stamped, self-addressed envelope or postcard.
- l. Meet the postmark DEADLINE!
- m. Label each envelope correctly.
Each entry **MUST** be placed in a separate **9" x 12"** open-ended manila envelope (use next size larger if entry is too snug to slip easily in and out of the envelope). Do not use envelopes that open on the side because the entries are stored and handled vertically. Tuck the flap of the envelope in behind the entry. Do NOT fasten or seal the envelopes.

These three steps are most important.

1. Hold the envelope vertically (open end up).
In the top right-hand corner of the "address" side of the envelope, write
 - entrant's name
 - affiliate state (or At-large)
 - category number and (when applicable) sub-category letter

Note: If there are co-entrants in a category, write EACH entrant's name on the envelope.

2. The entry form goes inside the envelope.
3. Do not seal envelope (tuck envelope flap inside the envelope behind the entry).

Jane Doe
Ann Co-entrant
Kansas
4C

(This is the "address" side of the envelope)

- Label the envelope as shown
- Turn over and insert the entry and the entry form (do not staple to entry)
- Tuck envelope flap behind the entry

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SECTION 3 — Compilation Form

NFPW is providing a digital Compilation Form to assist you in compiling the information on all of the entrants in your affiliate contest. Get the Compilation Form in [the Members Only section of nfpw.org](#) and use the following directions as a guide to complete your form.

Two rules to remember:

- 1) **Contest entrants** are to be listed on the Compilation Form in alphabetical order by LAST name.
- 2) **The entries** are to be sorted, packaged and sent in numerical order by CATEGORY number.

Use a separate line for each entry.

Fill in the Number of Entries for individual entrants (column 4) on the line with entrant’s name only.

When there are co-entrants, please list them and each of their entries as shown in the sample Compilation Form below. Because the contest fee is \$20 per entry, regardless of the number of co-entrants, do not count co-entries other than for first-named entrant or you will pay too much. See complete notes on this example below.

Entrant (Last Name First)	Cat./Sub. cat.	Co-entrant(s)	No. of Entries
Adams, Allison	5		1
Adams, Jill	9 K	Yes	1
Pat Bailey	23-B		2
	52-B		
Berman, Rita	46-B		2
	52-A		
Best, Kim	1-C		2
	9-K	Adams, Jill	
	4		
Washington, Tom	9-K	Adams, Jill	0
Total Number of Entries (leave blank if not final page). If you cannot list all entries of the last-named entrant on this page, write entrant’s name on first line of next page and continue.			8
Total entry fee enclosed (No. of entries from all pages x \$20). Leave blank unless ALL contestants have been listed.			\$160

If you fill the first page, scroll to the next page and continue. Use as many pages as you need. Print the completed form and mail with entries and a check for total of entry fees to NFPW Contest Manager.

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In the example above: Jill Adams enters category 9-K with two other people, Kim Best and Tom Washington.

- Because she is listed first alphabetically, think of Jill as the “entrant” and Kim and Tom as “co-entrants.”
- To correctly tabulate the total number of entries, count the joint entry in category 9-K in Jill’s total only.
- Indicate that Jill has co-entrants by writing “yes” in the Co-entrant(s) column but do not name them.
- Kim Best’s co-entry with Jill in 9-K is shown in Kim’s individual list of 3 entries in the Cat./Sub-cat. column, but is NOT counted in the Number of Entries column because that entry already was counted in the total after Jill’s name. Indicate Kim has co-entrants by writing only the name of the “entrant” (Adams, Jill) in the Co-entrant column. Kim has 3 entries, but the total after her name will be 2.
- Tom Washington’s only entry is the co-entry in 9-K with Jill and Kim. It is shown in his individual list of 1 in the Cat./Sub-cat. column, but, like Kim’s co-entry, it is not counted in the total number of entries. Write the name of the “entrant” (Adams, Jill) in the Co-entrant column. The total after Tom’s name will be 0.

Getting the right total: do not count co-entries, **other than for first-named entrant**, in total.

In the example above, count as follows:

- 1 entry for Adams, Allison
- 1 entry for Adams, Jill
- 2 entries for Bailey, Pat
- 2 entries for Berman, Rita
- 2 entries for Best, Kim (Kim has 3 entries but count only 2 -- 9-K already was counted under Jill’s name)
- 0 entries for Washington, Tom (Tom’s only entry, 9-K, was counted, like Kim’s, under Jill’s name)

Add as many pages as necessary to list each entry. If you use more than one page, enter the total number of entries you are sending on the last page only and calculate amount due (number of entries x \$20 entry fee).

Distribute copies of your Compilation Form as follows:

Copy #1:

Print out and enclose Compilation Form with affiliate entries and a check (payable to NFPW).

Mail all to:

Gloria Watkins, NFPW Contest Manager
120-A E Broad St
Falls Church, VA 22046
Ph (703) 237-9804 or (800) 780-2715
g Watkins@americanpressworks.com

Copy #2

E-mail a copy of Compilation Form to:

Gloria Watkins
g Watkins@americanpressworks.com

Copy #3:

E-mail a copy of Compilation Form to:

Cheryl Kohout
Cheryl.Kohout@tmcaz.com
or send hardcopy to the following address:
NFPW Communications Contest Director
751 S. Brown St, Tucson, AZ, 85710
Ph (520) 324-2109
E-mail preferred

Copy #4

Keep a copy on your computer or in your files. You may need to refer to it later.

Please sort entries by category number/sub-category letter before mailing to NFPW Contest Manager.

SECTION 4 — Sweepstakes

How are sweepstakes winners determined and what do the winners receive?

Points are determined by the number of entries in each category. Here is the point system:

<u># of entries</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>HM</u>
5 or fewer	4	3	2	1
6–10	5	4	3	2
11–15	6	5	4	3
16–20	7	6	5	4
21–25	8	7	6	5
26–30	9	8	7	6
31–35	10	9	8	7
36–40	11	10	9	8

Individual winners in the annual communications contest sweepstakes (determined by the point system) will receive cash awards:

\$250 for first
\$150 for second
\$100 for third

The affiliate sweepstakes winner will receive a check for \$100.

SECTION 5 — Role of Judges, Contest Director and Contest Manager

Judges play a key role in the NFPW Communications Contest. Judges are vetted and selected by the contest director and former national contest directors. The contest director provides information to the judges about the process and expectations. Because of this direct contact with the judges, the contest director does not compete in the national competition.

Judges may serve more than one year, but the contest director is careful not to have the same judge responsible for the same category from year to year. Judges do their work for a small honorarium from NFPW. Each receives \$25 for judging up to 25 entries.

Judges commit a significant amount of time to our national contest. At the end of the judging period, the contest director solicits feedback from judges which is then shared with the contest review committee.

The contest director does not see the entries, nor does she discuss specifics about any entry with a judge. The nature of her role is to handle a broad range of strategic issues as well as clarifications, judge-related logistics and communications with the affiliate contest directors and the general membership.

The contest manager at NFPW headquarters processes the entries, reviews them for correctness and sorts them into categories for delivery to judges. The contest manager receives the materials back from judges and manages notification of entrants and preparations for awards at the annual conference.

SECTION 6 — Certificates, Plaques and Publicity

Certificates for Winners

All awards in the NFPW Communications Contest are for the individuals who did the work. Certificates will be prepared only in the name(s) of the member(s) who submitted the entry—whether single entrant or with a co-entrant.

Duplicate certificates are available for \$5 per certificate (an order form will be enclosed with the winner's notification after the entries are judged). Duplicate certificates will be made out only in the name of the person who has earned the award.

Award Plaques

Handsome award plaques are available for winners to order for a fee. An order form will be enclosed in the award notification letter. A plaque order form will be available online after the 2010 conference. An organization with multiple winners may arrange for all winner names to go on one plaque.

Employers will be notified of the opportunity separately. Employers and organizations are encouraged to purchase this distinguished plaque featuring the business name as well as the individual winner's name. Plaques will be offered when winners of the 2010 contest are announced.

Publicity

You may write your own press releases or you may use the press release templates that will be available at nfpw.org immediately following the annual conference to announce national contest winners and to distribute news of award winners to your local press.

SECTION 7 — Grow Your Affiliate Contest

How can we build our affiliate contest into a moneymaker and, at the same time, make our contest more competitive and interesting for members?

Your communications contest can become both a fundraiser for your affiliate and a great recruitment tool for potential members. The more entries you get, the more money your affiliate makes in contest entry fees and possibly in new member fees.

Here are some contest-building tips that have been used successfully by NFPW affiliates. You may wish to try one or try them all.

1. Open your state contest to non-members.

Professional communicators may have their first experience with NFPW by entering the affiliate communications contest. Once they get to know you, they may wish to join in order to play a more active role. In Delaware, many of its leaders and long-time affiliate members first came to the organization as contest entrants, and, because they reduced the affiliate contest entry fee to members, many became members to save money on entry fees. Later, as they became familiar with the organization, they retained their membership and even became active in the leadership of the affiliate.

The more people who pay the fee to enter the contest, the more money the affiliate will earn. Encourage first-place winners to compete in the NFPW national contest for the prestige of possibly winning national recognition for work. First-place entrants will join NFPW and possibly secure a stronger bond with the affiliate and its national organization.

Contact other communications organizations and invite their membership to participate in your affiliate communications contest. Offer a brief paragraph of invitation to be included on their Web site or in their newsletter. In some states, there are many chapters of aligned organizations that could compete in the public relations, marketing communications, photography, and advertising categories of the contest. Look at these Web site links to learn if chapters are in your area: [International Association of Business Communicators \(IABC\)](#), [American Marketing Association \(AMA\)](#), [American Advertising Federation](#), [Society of Professional Journalists \(SPJ\)](#) and [Public Relations Society of America \(PRSA\)](#).

2. Encourage multiple entries from each person in each category.

Some individuals are interested in entering more than one entry in a category—that's if it's allowed in your state contest rules. This will add to the total income to your affiliate. This is a decision to be made by each affiliate. But remember, the NFPW national contest accepts only entries that have received a first-place award in an affiliate or at-large contest. And because no first-place ties are accepted in the national contest, an affiliate may send no more than one entry per category.

3. Charge multi-tiered entry fees.

Encourage contest entrants to submit several entries in your contest in various categories by charging one fee for the first entry and a lower fee for subsequent entries by the same entrant.

If you would like to share your successes with other affiliate contest directors, please send your story to Cheryl Kohout, National Contest Director at Cheryl.Kohout@tmcaz.com.