2020 ENTRY INSTRUCTIONS
Entry Deadline: July 31
Questions? Contact events@npconnect.org

Presented by:
Bank of Blue Valley
EWING MARION KAUFFMAN FOUNDATION

ENTRY INSTRUCTIONS

Complete the 2020 ENTRY FORM online: Click Here

- Please complete a separate form for each entry that you submit.
- You can save and resume your form; a link will be sent to your email.
- NEW FOR 2020: All entry materials must be submitted virtually as URLs on the ENTRY FORM. Nonprofit Connect will not be accepting any submissions in person, by mail, or via email.
  - If you need a platform to create document URLs, GoogleDrive and Dropbox both offer free options.
  - Please include URLs to your final design/video files, at minimum.
  - If you’d like to demonstrate the layout of any physical pieces, we encourage you to include photos or videos as well. See example here. Scoring will be based on the content of your piece rather than the production quality of these attachments.
  - A maximum of 5 URLs are permitted per entry. If you need to include multiple items of a similar format, such as photos, news articles, or social media posts we encourage saving the items together as one PDF with a single URL. See example here.
- All URLs must remain active through the Philly Awards Celebration on November 10.

DEADLINES
Early Bird Deadline: July 17 by midnight
Final Deadline: July 31 by midnight

ENTRY FEE & PAYMENT INSTRUCTIONS

- A separate entry fee is required for each submission in each category.
- Payment must be received by August 4 in order for your entry to be considered.

Early Bird Discount of $25 per entry for entry forms completed before midnight on July 17.

Early Bird Fee: Organization & Business Members: $50 per entry
Nonmembers & Individual Members: $75 per entry

Regular Fee: Organization & Business Members: $75 per entry
Nonmembers & Individual Members: $100 per entry

You will indicate your method of payment when you complete the ENTRY FORM online.

- Nonprofit Connect members can be invoiced. Please indicate this on the ENTRY FORM.
- To pay by credit card, please enter your payment information on the ENTRY FORM.
- To pay by check, please make payable to Nonprofit Connect and mail to:
  Nonprofit Connect, 125 E. 31st Street, Suite 100, Kansas City, MO 64108

NONPROFIT CONNECT | 816-759-8614 | www.npconnect.org
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AWARDS

Gold - The highest scoring entry in each income division of each category is awarded a Gold Philly Award. Gold winners are eligible for the People’s Choice Award, voted on by the public.

Silver - The second highest scoring entry in each income division of each category is awarded a Silver Philly Award.

Award of Distinction - Any entry that scores in the highest percentile will be awarded an Award of Distinction. Distinction winners will be eligible for consideration for the Best in Show award.

Best In-House - Judges will award Best In-House to the highest scoring entry created in-house.

* The Philly Awards honor communications excellence in nonprofit organizations, so awards are presented directly to nonprofit organizations. Any creative agencies involved in the production of the entry will be recognized by name during The Philly Awards ceremony.

NOTIFICATION

Winners will be notified by early October. All award levels will be announced at The Philly Awards celebration on Tuesday, November 10, 2020.

JUDGING

Each entry submitted will be evaluated by a panel of marketing and communications experts. Nonprofit Connect staff reserves the right to ensure each entry is submitted in the most appropriate category.

CRITERIA

Entries must have been produced and published between January 1, 2019 and June 15, 2020.

Entries that have been previously submitted to the Philly Awards may not be resubmitted.

There is no limit to the number of entries an organization can submit in total, but only one submission is allowed per category. An organization can enter a single submission under more than one category, except under the Special Events categories. An organization and a creative agency may not separately submit the same marketing piece.

All entries must have been created by or for a nonprofit organization that serves, or is located in, the greater Kansas City area.

Entrants failing to follow directions, complete the entry form in its entirety, or submit all entry items electronically will have their submissions disqualified. Entry fees cannot be refunded.

QUESTIONS

Contact Nonprofit Connect at 816-759-8614 or events@npconnect.org.
2020 CATEGORIES & JUDGING CRITERIA

Entry Deadline: July 31

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Click here to see an example score sheet.

- **ANNUAL REPORT**
  A comprehensive report on your organization’s impact, published electronically or in print form. Please provide hard copies of electronic reports. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **NEWSLETTER or MAGAZINE**
  Organization publication or email distributed to interested parties. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved. For electronically distributed entries, please provide hard copies and not URLs.

- **MARKETING CAMPAIGN**
  Multi-piece marketing campaign. Must show use of at least three mediums, possibly including the following: print, website, email, video, social media. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **IDENTITY CAMPAIGN**
  Elements produced to identify and communicate an organization’s brand attributes such as logo, colors, mission statement or tagline. Brand standards manual preferred. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **INFORMATIONAL BROCHURE**
  Print brochure, packet or one sheet describing your organization or a specific program, service or volunteer need. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **SPECIAL EVENT INVITATION**
  Invitation and accompanying materials, inclusive of envelope, response card and/or sponsor card. Entries with save the dates or additional materials will be re-categorized under Special Event Campaign. The same event invitation cannot be submitted in both Special Event categories. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **SPECIAL EVENT CAMPAIGN**
  Special event invitation and event materials, inclusive of save the date, program, thank you and additional publicity materials. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **FUNDRAISING APPEAL**
  Any type of fundraising request or request for individuals to join your organization. May submit print or electronic materials. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.
2020 CATEGORIES & JUDGING CRITERIA

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Click here to see an example score sheet.

- **SHORT VIDEO (up to 90 seconds)**
  Any video up to 90 seconds in length produced for your organization. Must be submitted as a URL. Judges are looking at production quality, scripting and clarity of message, appeal to target audience, originality and innovation, and results achieved.

- **MEDIUM VIDEO (91 seconds to 5 minutes)**
  Any video between 91 seconds and 5 minutes produced for your organization. Must be submitted as a URL. Judges are looking at production quality, scripting and clarity of message, appeal to target audience, originality and innovation, and results achieved.

- **LONG VIDEO (more than 5 minutes)**
  Any video longer than five minutes produced for your organization. Must be submitted as a URL. Judges are looking at production quality, scripting and clarity of message, appeal to target audience, originality and innovation, and results achieved.

- **WEBSITE**
  All websites must have been created or reconstructed between January 1, 2019 and June 15, 2020. The judges are looking at layout and design, interactivity and navigability, content and timeliness, clear link to the organization’s mission and results achieved.
  *The website must represent the organization as a whole. Websites specifically for events must be submitted under the SPECIAL EVENTS CAMPAIGN category.*

- **SOCIAL MEDIA CAMPAIGN**
  Multi-piece social media campaign promoting a story, event or call to action. Must include content from different social media channels. Please provide printed copies of posts when possible, otherwise include URLs on the entry form. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **SOCIAL MEDIA BRAND MANAGEMENT**
  An organization’s social media content over the course of twelve months. Must include content from different social media channels. Please provide social media URLs and dates to be considered on the entry form. Judges will review the overall expression of the brand through social media management. Results considered will include community size and growth, authenticity of content and messaging, frequency and consistency, engagement, and innovation.

- **MEDIA RELATIONS CAMPAIGN**
  A media campaign that reaches as many third-party outlets as possible to promote a story, event or call to action. Publicity can be facilitated by organization or outside source. Materials can include press releases, on-air recognition, print news stories, etc. either solicited or unsolicited. Judges will be looking at expanse and diversity of reach, content and messaging, appeal to target audience, originality and innovation and results achieved.