**ENTRY & PAYMENT INSTRUCTIONS**

- **Entry fees must be paid via credit card prior to submitting your entry form.**
- Upon receiving payment, a unique URL link to the entry form will be shared with you via email.
- **Nonprofit Connect will not offer refunds** to organizations once the entry fees are paid, regardless of whether or not the entry form is submitted.
- You may register and pay for multiple entries in one transaction, but a separate entry form is required for each submission. (You will use the same URL per payment transaction.)
- Entry forms and supporting materials must be submitted electronically; paper submissions will not be accepted.

**ENTRY FEES & DEADLINES**

- This year’s entry fees are on a sliding scale, based on membership status and -- for nonprofit organizations -- 2021 fiscal year (FY) revenue (audited or unaudited).
- The entry form must be submitted according to the associated payment deadline. (i.e: if you pay the early bird rate, your entry form must also be submitted by July 13).

### Early Bird Deadline: Wednesday, July 13

*Includes $25 discount, as reflected in prices below

<table>
<thead>
<tr>
<th>Nonprofit Members 2021 FY revenue</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $1 million</td>
<td>$25.00</td>
</tr>
<tr>
<td>From $1 million to $5 million</td>
<td>$50.00</td>
</tr>
<tr>
<td>Over $5 million</td>
<td>$75.00</td>
</tr>
<tr>
<td>Business &amp; Individual Members</td>
<td>$75.00</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

### Final Deadline: Wednesday, July 27

<table>
<thead>
<tr>
<th>Nonprofit Members 2021 FY revenue</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $1 million</td>
<td>$50.00</td>
</tr>
<tr>
<td>From $1 million to $5 million</td>
<td>$75.00</td>
</tr>
<tr>
<td>Over $5 million</td>
<td>$100.00</td>
</tr>
<tr>
<td>Business &amp; Individual Members</td>
<td>$100.00</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

*Not yet a Member? [Learn more.](#)*
2022 PHILLY AWARDS, CRITERIA & JUDGING
Entry Deadline: July 27

AWARDS
Gold - Awarded to the highest scoring entry in each category, per income division.
Silver - Awarded to the second highest scoring entry in each category, per income division.
Best In House - Awarded to the highest scoring entry created in-house, per division.
Best In Class - Awarded to the highest scoring entry overall, per division.
People’s Choice - Gold winners are eligible for this award, and publicly voted on via social media.

* 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.

CRITERIA
Entries must have been produced and published between January 1, 2021 and June 15, 2022.
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.

DIVISIONS
There will be three divisions for the 2022 Philly Awards. Placement will be determined on the nonprofit organization’s 2021 fiscal year revenue. Audited or unaudited revenue will be accepted.

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.

Questions? Contact events@npconnect.org or call 816-759-8614.
GUIDELINES FOR ELECTRONIC SUBMISSIONS

- You can save and resume your form at a later time; a link will be sent to your email.
- All entry forms and supporting materials must be submitted electronically via the entry form. Nonprofit Connect will not accept any submissions delivered in person, by mail, or via email.
  - Please keep all URLs publicly accessible until at least December 1, 2022.
  - If you need a platform to create document URLs, GoogleDrive and DropBox both offer free options. Please ensure the permissions are set to “public viewing.”
  - 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 under a single URL. See example here.

NOTIFICATION

Winners will be notified by mid-September. All awards will be announced virtually during Philly Awards Week on the afternoons of November 15th & 16th.

People’s Choice, Community Champion, Best In-House and Best In Class winners will be announced in-person at the reception on November 17.

QUESTIONS

Contact Hannah Bernardini, Events Manager, at events@npconnect.org or 816-759-8614.
2022 PHILLY AWARD CATEGORIES
Entry Deadline: July 27

- **COLLABORATIVE CAMPAIGN - NEW CATEGORY!**
  Any marketing and communications collaboration between two, separate nonprofit organizations that increased awareness and achieved greater results for both than what would have been achieved separately. Judges will look for creativity and results achieved.

- **ANNUAL REPORT**
  A comprehensive report on your organization’s impact, published electronically or in print form. 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.

- **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**
  A printed or electronic 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.
2022 PHILLY AWARD CATEGORIES
Entry Deadline: July 27

- **FUNDRAISING CAMPAIGN**
  Any type of fundraising request or request for individuals to join your organization. May submit multiple pieces associated with the same project, such as solicitations and acknowledgements. Judges are looking at layout and design, content and editing, originality and innovation, appeal to target audience and results achieved.

- **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. (see criteria for Short Video)

- **LONG VIDEO (more than 5 minutes)**
  Any video longer than five minutes produced for your organization. (see criteria for Short Video)

- **WEBSITE**
  All websites must have been created or reconstructed between January 1, 2021 and June 15, 2022. 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.