

# **2016 National Philanthropy Day Awards Criteria**

## **OUTSTANDING CORPORATION**

This award honors a business or corporation that demonstrates outstanding commitment through financial support and motivation of others to take philanthropic leadership. Additional criteria include:

- Evidence of consistent investment in the community.
- Evidence of direct gift support indicated by projects in the community, nationally, and/or internationally.
- Description of impact of gift support on projects or initiatives.
- Description of any specific achievements accomplished through the organization's efforts and funding.
- Evidence of encouragement and motivation given to employees of the organization and others to take leadership roles toward philanthropy and community involvement.
- Evidence of philanthropic support of innovative approaches to solving problems and sharing of best practices.
- Please include any further information that explains why you feel this candidate deserves this special award.

## **OUTSTANDING FUNDRAISING EXECUTIVE**

This award honors a fundraising professional who is a member of AFP and demonstrates exceptional success in fundraising, ethics, and support for colleagues. Additional criteria include:

- Description of current career highlights and achievements, specific to fundraising, previous background on career, experience, and results.
- Examples of leadership that is effective, creative, and has resulted in funding for a project, organization, or community initiative.
- Description of person's commitment to continuing professional development, including AFP membership, five years of philanthropic experience, conference participation, professional education, and promoting the AFP Code of Ethical Principles and Standards of Professional Practice for fundraising executives.
- Evidence of commitment to this profession and to philanthropy through voluntary service and financial support of nonprofit or independent organizations.
- Please include any further information that explains why you feel this candidate deserves this special award.

## **OUTSTANDING MARKETING PROFESSIONAL IN SUPPORT OF PHILANTHROPY**

This award honors a marketing professional who demonstrates exceptional success in marketing to support fundraising efforts. Additional criteria include:

- Description of current career highlights and achievements specific to marketing and public relations associated with fundraising, previous background on career, experience, and results.
- Examples of leadership that is effective, creative, and has resulted in funding for a project, organization, or community initiative.
- Description of person's commitment to continuing professional development in this focus area.
- Evidence of commitment to this profession and to philanthropy.
- Please include any further information that explains why you feel this candidate deserves this special award.

## **OUTSTANDING PHILANTHROPIST**

This award honors an individual or family with a proven record of exceptional generosity who, through direct financial support, demonstrates outstanding civic and charitable responsibility. Additional criteria include:

- Commitment to philanthropic giving at a level that significantly impacts an agency's services in the Midlands.
- Evidence of encouragement and motivation to others to take leadership roles in philanthropy.
- Description of participation in and financial support of other community activities.
- Evidence of philanthropic support of innovative approaches to problem solving.
- Please include any further information that explains why you feel this candidate deserves this special award.

## **OUTSTANDING VOLUNTEER FUNDRAISER**

This award honors an individual or family that demonstrates outstanding skills in coordinating and motivating groups of volunteers for fundraising projects for the benefit of charitable institutions. Additional criteria include:

- Evidence of quality leadership and organizational ability in fundraising campaigns.
- Description of time, effort, and financial commitment.
- Description of fundraising goals achieved by his/her effort.
- Evidence of success in recruiting and motivating others.
- Please include any further information that explains why you feel this candidate deserves this special award.

## **OUTSTANDING VOLUNTEER GROUP FUNDRAISER**

This award honors a group that demonstrates outstanding skills in coordinating and motivating volunteers for fundraising projects for the benefit of charitable institutions. Additional criteria include:

- Evidence of quality leadership and organizational ability in fundraising campaigns.
- Description of time, effort, and financial commitment.
- Description of fundraising goals achieved by the group's efforts.
- Evidence of success in recruiting and motivating other volunteers.
- Description of impact of funds raised on nonprofit organizations, projects or initiatives.
- Please include any further information that explains why you feel this candidate deserves this special award.

If not selected for a 2016 award, your nomination may be resubmitted for consideration for the 2017 National Philanthropy Day awards.