

Fundraising Programs

Judged by the CASE Commission on Philanthropy

Description

Gold, Silver, and Bronze award may be given in each subcategory to recognize model programs in fundraising. All institutions, regardless of staff size, budget or number of constituents, are encouraged to enter. Enter fundraising publications in Fundraising Publications Packages or Individual Fundraising Publications. Fundraising Videos/DVDs should be entered in Video Fundraising Features. A series of two to five fundraising publications that have been improved over the past two calendar years should be entered in Publications Program Improvement.

Subcategories

1. Annual/Regular Giving Programs - broad-based programs to obtain and/or renew donors through continuous fundraising appeals made throughout the year to provide ongoing financial support to the institution's operating budget.
2. Principal, Major or Special Giving Programs - specific programs to secure gifts that are for a designated purpose and/or are sufficient in size to fund significant initiatives. A principal, major or special giving program might create a new, permanent endowment or add to an existing one, or provide capital support for facilities, equipment and other special needs. Planned Giving (deferred giving) programs and initiatives would also qualify in this subcategory.
3. Corporate and Foundation Programs - fundraising appeals made specifically to corporations and/or foundations to secure financial support.
4. Campaigns - organized initiatives that take place over a specific (finite) period of time to raise substantial funds to finance major projects or needs of an institution including construction, renovation and endowment.
5. Stewardship - programs that aim to build confidence and continued support of donors through such means as regular communication, appropriate recognition, expressions of appreciation and other activities.
6. Collaborate Programs - programs that involve integrated partnerships between development offices and other campus areas such as alumni relations, communications and marketing, athletics, etc.
7. Technology Applications and Creative Use of New Media - innovative applications of technology and/or e-communications programs that enhance fundraising efforts and/or garner financial support for the institution.

Judging Criteria

The judges will look at entries that specifically:

- * Serve as models for other institutions and are replicable;
- * Demonstrate good planning and objectives and show solid results;
- * Demonstrate creativity and innovation in thought and execution;
- * Show an understanding of the target audience(s);
- * Reflect strategic management of available resources; and
- * Support the mission of the institution