

## **Fundraising Publications Packages**

### **Description**

Gold, Silver, and Bronze awards may be given for outstanding examples of packages of two to five coordinated fundraising publications and other materials targeted at any audience. Materials may be from a single mailing or a group of mailings and may include videocassette/DVD boxes, CD packages, T-shirts, or other non-print materials such as websites if they are part of a coordinated group of publications.

### **Judging Criteria**

Judges specifically will look at:

- Objectives and how well you have reached them;
- Understanding of your target audience(s);
- Institution's mission and how well it is communicated;
- Creative concept development;
- Publication's content, writing, editing, and layout and design;
- Fresh ideas and creative concept development;
- Budget; and
- Results.

### **Entry Instructions**

1. Upload to the awards website PDFs of two to five different publications, photographs representative of the work, or URLs for related websites or videos.
2. Submit completed entry form with attachments online to CASE.