

Individual Fundraising Publications

Description

Gold, Silver, and Bronze awards may be given for outstanding individual print fundraising publications targeted to any audience.

Subcategories

1. Case Statements/General Cultivation Publications that make the case for giving
2. Annual Reports and Fund Reports
3. Flyers, Pamphlets, and Brochures

Judging Criteria

Judges specifically will look at your:

- * Understanding of your target audience(s);
- * Institution's mission and how well it is communicated;
- * Publication's content, writing, editing, layout and design, and print quality;
- * Budget;
- * Creative use of available resources; and
- * Results.