

## **Special Events**

### **Description**

Gold, Silver, and Bronze awards may be given for outstanding events that have made a significant impact on your institutional advancement program.

### **Subcategories**

#### a. Individual Special Events:

Individual activities centered around special occasions, which may include, but are not limited to:

- \* Anniversaries;
- \* Inaugurations;
- \* Public meetings;
- \* Homecomings and reunions;
- \* Educational programs;
- \* Alumni events;
- \* Exhibitions;
- \* International functions;
- \* Convocations;
- \* Special commemorations;
- \* Building dedications;
- \* Sports activities; and
- \* Fundraising events.

#### b. Year-Long Special Events:

\* Multiple activities centered on a theme, such as an anniversary, inauguration, or fundraising campaign that are spaced out over a year's time.

### **Judging Criteria**

The judges specifically will look for:

- \* Event objective and how they support your institutional mission;
- \* Careful planning, start-up and follow through;
- \* Innovative ideas and solutions;
- \* Understanding of target audience(s);
- \* Effective use of available resources (including staff and volunteers); and
- \* Documented results showing the event's impact.