



Indiana Association  
of United Ways

## Golden Excellence in Media Entry Categories

- Campaign DVD
- **Campaign/Impact Strategy Communications In Print:** brochures, posters, direct mail, and organization materials –pick the **one** entry that is **your** best work
- **Specific Education, Income and/or Health Initiatives:** messaging materials
- **Newsletters and/or Annual Reports**
- **Special Events:** themes, invitations, and promotional pieces
- **Miscellaneous:** media other than campaign

## Divisions

- A. Metros I & II
- B. Metros III-V
- C. Metros VI-XI

Entry deadline is **January 31, 2012**

## Entry Guidelines

- ◆ The contest is open to any Indiana United Way/Fund
- ◆ Only one entry per category per United Way
- ◆ Send **your creative entries developed by your staff**
- ◆ United Ways must follow UWW's branding criteria or you will not be eligible for the GEM, for UWW members
- ◆ Marketing materials must have been used in calendar year **2011**
- ◆ **No previous entries** in this contest are eligible
- ◆ Each entry must be clearly identified with United Way/Fund name, category, and division, using entry form provided for **each** entry (copy entry form as needed)
- ◆ Each entry should be placed in a separate **pocket folder**
- ◆ **Entries will not be returned**
  
- ◆ **Collaboration projects** must use separate guidelines for entry
  - ◇ Each collaboration **must** determine **which** United Way is the **lead organization** and its Metro size
  - ◇ One United Way can submit the entry
  - ◇ Previous collaborations can not be repeated
  - ◇ Each organization will be mentioned and will receive a certificate if a winner, but only the lead organization will receive a **GEM** if that entry is a winner

Entries must be **received** by **January 31, 2012**, at:

Indiana Association of United Ways  
Attn: Iverne Russell  
3901 N. Meridian Street, Suite 306  
Indianapolis, IN 46208-4026

## Judging Criteria and Awards

Entries will be judged on innovation, accomplishment of purpose, production quality, and measurable success. Winners will be announced and awards presented **March 30, 2012**, at the Executive Roundtable, at the United Way Building, 3901 N. Meridian, Indianapolis, IN 46208.



**Entry Form**  
**United Ways/Funds State Leaders Conference 2012**  
**GEM Awards**  
**Golden Excellence in Media Contest**  
(Use a separate form for each entry) Deadline **January 31, 2012**

**Category Entered:** \_\_\_\_\_ Campaign DVD  
(Please check one) \_\_\_\_\_ Campaign/Impact Strategy Communications in Print  
\_\_\_\_\_ Specific Education, Income and/or Health Initiatives  
\_\_\_\_\_ Newsletters &/or Annual Reports  
\_\_\_\_\_ Special Events  
\_\_\_\_\_ Miscellaneous

**Division:** (please check one)  
\_\_\_\_\_ Metros I & II \_\_\_\_\_ Metros III-V \_\_\_\_\_ Metros VI-XI

**United Way/Fund:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

1. Describe the entry? **(limit answer to 10 words or less)**
  
  
  
  
  
  
  
  
  
  
2. Purpose of the piece? **(limit answer to one or two sentences)**
  
  
  
  
  
  
  
  
  
  
3. Results achieved and measurable success? **(provide facts and figures related to actual use)**
  
  
  
  
  
  
  
  
  
  
4. Overall cost of project *(not including salaries, include any in-kind donations for the project)*