



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

Entry deadline is January 10, 2011

Divisions

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

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 **2010**
- ◆ **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 10, 2011**, 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 10, 2011**, at the State Leaders Conference held at the **Hilton Indianapolis North, 8181 North Shadeland Avenue, Indianapolis, IN.**



Entry Form
United Ways/Funds State Leaders Conference 2011
GEM Awards
Golden Excellence in Media Contest
(Use a separate form for each entry) **Deadline January 10, 2011**

Category Entered:
(Please check one)

- Campaign DVD
- 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)*