



CHANGE THE WORLD



WITH A GIVING HEART

## National Philanthropy Day®

### Award Nomination Guidelines

The West Michigan Chapter of the Association of Fundraising Professionals (AFP-WM) annual National Philanthropy Day (NPD) awards program recognizes outstanding achievements by individual, foundation and corporate philanthropists, fundraising volunteers and professional fundraisers.

In professional fundraising, such individuals and organizations form a vital partnership with charities and the nonprofit sector to ensure that the needs of all citizens are met. It is right and proper, therefore, that AFP-WM honors those who hold high ethical standards and best exemplify commitment and dedication toward helping society. These awards are given in recognition to those individuals and organizations whose life-time or long-term achievements have made a significant impact upon society.

1. Nominations for any award may be submitted by an individual AFP member, an AFP chapter or nonmember individuals or organizations. You may make more than one nomination in any category but, please, no more than three nominations total. All nominations will be considered in the year presented, plus one additional year.

2. All award nominations, including all supporting documents and letters of support, if applicable, must be received by mail, fax or online **June 7, 2012**. Chapter Award nominations must be submitted by mail only. **Late entries will not be considered until the 2013 awards cycle.**

**mail:**            **NPD 2012 Awards Chair**  
                      **c/o AFP-WM**  
                      **PO Box 6302**  
                      **Grand Rapids, MI 49516-6302**

**fax:**              **616.732.4481**

**online:**         **[www.afpwm.org/npd-nominate](http://www.afpwm.org/npd-nominate)**

3. Each nomination should include the nomination form, narrative(s) and any supporting documents.

4. Narratives should be no more than two pages (11-point format with 1" margins). Enumerate each criterion and address each one separately in narrative form. Narratives should contain complete, clear and concise answers to criteria as nominations are judged only based on the content provided in the nomination. Additional information, known or discovered by the members of the NPD Awards Sub-Committee, is not used.

5. Supporting documents are accepted, but should only enhance the narrative and not be used instead of the narrative to answer the criteria. No more than 8 pages, please. When including

supporting documents, the narrative should discuss the documents. Do not introduce new information in the supporting documents.

### **Selection Process**

Recipients will be selected by a sub-committee comprised of members of the NPD Committee. Because of the number of applications submitted, it is not possible to provide written evaluations of entries. If, in the judgment of the committee, no applications in a particular category meet the criteria, no award will be given in that category. All categories will be awarded having met AFP-WM's selection criteria and historical high standards of achievement.

Please note the President's Award is a separate and distinct honor granted, on occasion, at the discretion of the President of the AFP-WM Board of Directors. Nominations are not accepted for this category.

### **Presentation of Awards**

Nominees should be willing to accept the award, if granted, at the 2012 NPD program in Grand Rapids on November 14. Award recipients will be notified of their selection by August of 2012. Individuals and organizations that have previously been honored with an NPD award cannot be re-nominated in the same category for which they were already honored. They can be nominated in a different category, if appropriate and meet the necessary criteria. (A list of past recipients may be found at [www.afpwm.org/npd-nominate](http://www.afpwm.org/npd-nominate).)

### **Nominating Deceased Individuals**

Deceased individuals must have been alive on June 7, 2012, to be eligible for nomination.

### **Questions**

[afpwestmichigan@gmail.com](mailto:afpwestmichigan@gmail.com)

## **2012 Award Categories & Criteria**

### **Benjamin Franklin Award for an Outstanding Fundraising Professional**

This award honors an outstanding individual fundraising professional who practices his/her profession in an exemplary manner working directly for a nonprofit/charitable organization. He or she must spend a majority of their time fundraising. Nominations will be considered based on responses to the following:

- Description of career achievements, length and tenure of fundraising background, experience and results. The recipient must have at least 10 years of professional fundraising experience.
- Evidence of quality of leadership that is effective, creative and stimulating, and that the individual acts as a team player.
- Membership in AFP and evidence that the individual practices and promotes the AFP Code of Ethical Principles and Standards of Professional Practice for fundraising professionals.
- Description of individual's commitment to continuing professional development, including certification (CFRE or ACFRE, or equivalent certification), conference participation, publication and professional education.
- Evidence of commitment to fundraising and philanthropy through voluntary service and financial support of nonprofit organizations.

### **Outstanding Volunteer Fundraiser Award**

This award honors an individual or family that demonstrates outstanding skills in coordinating and motivating groups of volunteers for fundraising projects for the benefit of

charitable institutions. The recipient must have demonstrated exceptional leadership skills in coordinating groups of volunteers for major fundraising projects for more than one nonprofit organization. Nominations will be considered based on responses to the following:

- Evidence of quality of leadership and organizational ability in fundraising campaigns.
- Description of time, effort and personal financial commitment.
- Description of fundraising goals achieved by his/her effort.
- Evidence of success in recruiting and motivating others.
- Description of participation in other local, national and/or international nonprofit organizations.

### **Distinguished Philanthropist Award**

This award honors an individual or family with a proven record of exceptional generosity who, through direct financial support, demonstrates outstanding civic and charitable responsibility and whose generosity encourages others to take philanthropic leadership roles on a community, national and/or international level. Nominations will be considered based on responses to the following:

- Description of participation in and gift support of nonprofit organizations in the community, nationally and/or internationally.
- Description of philanthropic support of innovative approaches to solving problems.
- Evidence of encouragement and motivation given to others to take leadership roles in philanthropy (i.e. challenge gifts, matching gifts, volunteering, etc.).

### **Outstanding Corporation Award**

This award honors a corporation, or its corporate foundation, that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles toward philanthropy and community involvement. Nominations will be considered based on responses to the following:

- Evidence of philanthropic support of innovative approaches to solving problems in the community, nationally and/or internationally.
- Description of impact of gift support and achievements accomplished through the corporation's efforts.
- Evidence of encouragement and motivation given to others to take leadership roles toward philanthropy and community involvement.

### **Exemplary Foundation Award**

This award honors a foundation that demonstrates outstanding commitment through financial support and through encouragement and motivation of others to take leadership roles in philanthropy and community, national and/or international involvement. Nominations will be considered based on responses to the following:

- Evidence of philanthropic support of innovative approaches to solving problems in the community, nationally and/or internationally.
- Description of impact of gift support and achievements accomplished through the foundation's efforts.
- Evidence of encouragement and motivation given to others to take leadership roles toward philanthropy and community involvement.

### **Outstanding Youth in Philanthropy Award**

This award recognizes service by an individual or group of young people ages 5 to 23 who demonstrate outstanding commitment to the community through direct financial support, development of charitable programs, volunteering and leadership in philanthropy.

Nominations will be considered based on responses to the following:

- Description in detail of what the nominee(s) did, including goals, process, budget (if relevant) and other people involved in the process (adult leaders or adviser, etc.), and of the time, talent and/or treasure the youth gave for the common good and the results that were achieved.
- Description of the impact the nominee(s) had on the community, including numbers of people involved, financial impact, organizations helped, etc. Please include the names and contact information of individuals at the organizations who benefited from the nominee's work.
- Long term (1-2 years) impact of the nominee's work. Will the project(s) be ongoing and has the nominee considered next steps or is working on other projects?
- Evidence that the project(s) can serve as a prototype for others or is easily replicable in other communities.

### **The West Michigan Chapter Award for Excellence in Fundraising**

This award recognizes a nonprofit organization that has developed creative, resourceful and inspired campaigns, initiatives, projects or techniques that have grown and increased the organization's fundraising infrastructure, program and results.

#### **Eligibility**

Any nonprofit organization that employs an AFP-WM member is eligible for nomination. An organization is not eligible to participate for an award in a year during which a person affiliated with it serves on the NPD Awards Sub-Committee. A chapter may endorse more than one nomination a year.

#### **Criteria**

The award will be presented to programs that improve an organization's overall fundraising program through:

- increased donor base
- increased funds raised
- streamlined administrative structure
- reduced fundraising costs
- enhanced overall revenue

Any type of fundraising campaign (raising philanthropic dollars for a charitable cause) is eligible for the award, including annual giving campaigns; capital campaigns; planned giving programs; major gift campaigns; online or internet fundraising campaigns; special events; or overall advancement programs.

Nominations must include a narrative statement of up to two pages that addresses the criteria below. Use of supporting materials such as charts, graphs and tables is strongly encouraged.

- Evidence of improvement in fundraising infrastructure and program (e.g. increased donor base, increased funds raised, streamlined administrative structure, reduced fundraising costs and/or enhanced overall revenue).
- Evidence of creativity in technique, initiative, program or project design, including description of challenges faced by the organization, process and how solution was reached.

**Note: Nominations for this award may only be submitted by mail and in quadruplicate.**



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### Award Nomination Form - Select Award Category:

- Benjamin Franklin Award for an Outstanding Fundraising Professional
- Distinguished Philanthropist Award
- Exemplary Foundation Award
- Outstanding Corporation Award
- Outstanding Volunteer Fundraiser Award
- Outstanding Youth in Philanthropy Award

### Nominator Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

### Nominee Information

\_\_\_\_\_  
Name (if group, attach additional names)

\_\_\_\_\_  
Title, if applicable

\_\_\_\_\_  
Organization, if applicable

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

**Attach narratives enumerating each criteria of the selected award category completely, clearly and concisely and, if applicable, supporting documents. Deadline: June 7, 2012.**



## National Philanthropy Day®

### Award Nomination Form

The West Michigan Chapter Award for Excellence in Fundraising

### Nominator Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

### Nominee Information

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

### Verification

I hereby certify that the attached narrative statement(s) accurately reflects the circumstances reported. I further authorize AFP-WM, and subsequently AFP, to publicize this information for use by other nonprofit organizations in whatever way the chapter may consider appropriate.

\_\_\_\_\_  
Signature of Chief Executive Officer of Organization

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-Mail

**Submit four (4) copies of form, narratives enumerating each criteria of the award category completely, clearly and concisely and supporting documents. Deadline: June 7, 2012.**