



BEST STRATEGIC PARTNERSHIP

Submission Guide





NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

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NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

About the Awards

The FIA Awards for Excellence in Fundraising are a key component of Fundraising Institute Australia's commitment to champion best practice in fundraising.

The Awards recognise the outstanding initiatives and innovative efforts of fundraisers, volunteers and organisations. They celebrate the hard work and successes across the year, provide an opportunity for acknowledgement by your peers, and promote the role of fundraising in improving our society.

Best Strategic Partnership

Working in partnership to achieve more

This award recognises highly successful partnerships that achieve mutual benefit and fundraising success. This includes partnerships between charities and groups such as Companies, Trusts, Foundations, Community Groups, media outlets, individuals, ambassadors and other NFPs.

Applicable Types of partnerships

Includes by not limited to:

- Major Gifts partnerships – Including Capital Campaigns
- Community Fundraising partnerships – Including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving (Including matched giving campaigns)
- Grants, Trusts and Foundations
- Corporate Partnerships
- Media partnerships
- Celebrity/ambassador partnerships

Award Requirements

The submitting organisation must be a 2021/22 Organisational Member of FIA and the submission must be approved by the CEO/ Head of Fundraising or equivalent. If you are not a current member or are unsure of your membership status please call 1300 889 670.

Partnerships must span at least 12 months or a set campaign/project period and be during the last 18 months: 1 March 2020 to 31 August 2021. The partnership must be focused on driving common strategic outcomes for both parties.

How to Enter:

Complete the online submission form [here](#) and upload supporting documentation as required.



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Please see below for a list of information you will need to prepare and questions you will need to answer in order to complete the nomination form. All questions listed require answers.

Cost:

There is no charge for entries in 2022.

Applications close on Friday 3 September 2021.

Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email training@fia.org.au or visit our website www.fiaawards.org.au

Submission Form Questions

CONTACT PERSON DETAILS

- Contact First name
- Contact Last Name
- Contact Email Address
- Position
- Organisation
- Phone number

CEO/HEAD OF FUNDRAISING OR EQUIVALENT DETAILS

- Full name
- Position
- Phone number and email address

PERIOD OF PARTNERSHIP

Partnerships must span at least 12 months or a set campaign/project period and be during the last 18 months: 1 March 2020 to 31 August 2021.

Period of Partnership:

Note: can be dates or campaign/project based

SUBMISSION TITLE

Please use the exact title that you wish to appear in all documentation including, but not limited to, media releases, certificates and trophies. Spelling will be taken as it appears.



CRITERIA

Guide: approx. 300 words per criteria

<p>1) Executive Summary</p> <p>a) Tell us about your partnership. How does it benefit your fundraising activities and your organisation’s objective, as well as benefit the partnering organisation?</p> <p><i>This information may be used for introductions, publications and media releases and trade publication reviews.</i></p> <p>b) Please provide a short (approx. 1-3 min) video telling us about your strategic partnership and the impact it has had on your fundraising. This can be a simple video filmed on your phone. The quality of the production will not be considered in the judging process – it’s about the story you tell.</p>	<p>30%</p>
<p>2) Strategy Alignment</p> <p>What led you to partner with this organisation? How do both organisations’ strategies align, and how does the partnership deliver mutual benefits to both? How do you ensure best practice and ethical fundraising is undertaken and that the partnership aligns with the FIA code?</p>	<p>20%</p>
<p>3) Relationship management and stewardship</p> <p>How was the relationship managed to ensure it achieved the objectives of your charity and that of your partner? What changes, if any, were made to your fundraising program/s due to this relationship? What lessons were learnt?</p>	<p>20%</p>
<p>4) Impact and outcomes</p> <p>a) What was the impact of the partnership on the charity? b) What was the impact of the partnership on the partner? c) How were these measured?</p>	<p>30%</p>



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SUPPORTING DOCUMENTS

Please provide the following supporting documentation:

- The logo of both organisations (high res EPS or JPG minimum 600dpi).
- At least two images suitable for the 2022 Awards publication.
- Up to three pieces of other materials to enhance your submission. These could include videos, audio, collateral, Powerpoint presentation or other media suitable for showing at FIA's Gala Awards Dinner.

Please note that these materials may be used in Powerpoint presentations and other published materials related to the Awards. FIA reserves the right to reproduce entries in all FIA publications and in other promotional materials, including the FIA website and media releases.

TEAM INFORMATION / CERTIFICATE OF RECOGNITION

Please include the names of up to 6 key personnel to be acknowledged on the certificate. Only the personnel listed will be issued individual award certificates. If more than six personnel, you may choose to have the Organisation and Partnership Title only listed on the certificate.

Please be sure to spell names correctly and include their post nominals. People hate it when their names are misspelt, especially if it appears on an award certificate!



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Terms and Conditions of Entry

1. The submitting organisation must be a 2021/22 Organisational Member of FIA and the submission must be approved by the CEO/Head of Fundraising or equivalent.
2. If the entry is being submitted by a consultant the CEO/ Head of Fundraising /or equivalent of the submitting charity must endorse the entry. The submitting consultancy must also be a 2021/22 Organisational Member of FIA.
3. Campaigns can be submitted in more than one category.
4. No alterations to entries will be permitted after the closing date, 3 September 2021.
5. Entries will not be accepted unless they are complete and submitted according to guidelines.
6. Certificates will be presented to the persons named on the submission form to a maximum of six (6) people and an award will be presented to the organisation listing those named.
7. FIA reserves the right to use any/all submission material entered for promotion of the Awards. FIA may use aggregated data for purposes of research on fundraising benchmarks.
8. Under no circumstances shall FIA be held responsible for the payment of any royalties or other charges for the use of materials provided in support of the awards. All entries become the property of the FIA on submission.
9. Judges reserve the right to withhold awards at their discretion if entries received are not meritorious. The decision of the judges will be final and no correspondence will be entered into. FIA accepts no responsibility or liability for any loss of commercial privilege or any other thing which constitutes loss or damage as a result of an entry in the FIA Awards for Excellence in Fundraising.