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# **BEST PIVOT CAMPAIGN OR INITIATIVE**

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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 Pivot Campaign or Initiative

*For fundraising campaigns and initiatives that adapted and excelled in response to a critical fundraising challenge*

This award recognises fundraising campaigns or initiatives that have been pivoted in response to a critical fundraising challenge. The 'pivot' can be the change or adaptation of an existing campaign or initiative due to an internal / external challenge that poses significant risk to future income growth and sustainability within the fundraising program. e.g. responding to a high rate of attrition within a Regular Giving program, dwindling attendance at events by going digital, drop in corporate sponsorship by changing the case for support and donor segmentation of a direct mail campaign.

Note: this category is **not** about fundraising for a crisis or emergency appeal (e.g. bushfire appeal) instead focusing on how fundraisers respond to a critical fundraising challenge.

#### Applicable Types of Fundraising

Including, but not limited to:

- Major Gifts – Including Capital Campaigns and major gift programs
- Community Fundraising – Including Peer to Peer, supporter events, signature events
- Digital Campaigns
- Individual Giving – Including Gifts in Wills, cash and regular giving
- Merchandise campaigns
- Grants, Trusts and Foundations
- Corporate partnerships



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### Award Requirements

The submitting organisation must be a 2022/23 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.

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2021 to 31 August 2022, unless otherwise specified.

### How to Enter:

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

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 2023.

**Applications close on Friday 9 September 2022.**

### Need help?

If you need assistance with your nomination, please contact FIA on 1300 889 670, or email [training@fia.org.au](mailto:training@fia.org.au) or visit our website [www.fiaawards.org.au](http://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



# NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

## PERIOD OF CAMPAIGN

Campaigns must be conducted, or partially conducted, during the last 18 months: 1 March 2021 to 31 August 2022.

Date Campaign Commenced:

Date Campaign Concluded:

## CAMPAIGN 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><b>1. Executive Summary</b></p> <p>a) Tell us the story of your campaign or initiative. Tell us what the critical fundraising challenge was and how this led you to pivoting your approach and how was it applied. What impact did pivoting your campaign make to your fundraising success and organisational strategy?</p> <p><i>This information may be used for introductions, publications, media releases and trade publication reviews.</i></p> <p>b) Please provide a short (approx. 1-3 min) video telling your campaign/initiative story. Why should your campaign win this award? 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><b>30%</b></p>
<p><b>2. Strategy</b></p> <p>How were the causes of the fundraising challenge identified and what were they? Describe the initiative and / or strategy that was implemented and how did this differ from the strategy of the original campaign.? If you created a new campaign or initiative what was the strategy for creating it and making it successful?</p> <p>What insights were used to drive this change? Illustrate at least one way your campaign showed alignment to the FIA Code.</p>	<p><b>20%</b></p>
<p><b>3. Resourcing and Execution</b></p> <p>Tell us how the campaign was executed and how it differed from what was originally planned or traditionally undertaken. Were there any external resources drawn in to assist?</p>	<p><b>20%</b></p>



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

<b>4. Impact and Outcomes</b> What changed due to this campaign pivot? What timeframe was this achieved in? How was this measured? What was the fundraising result due to the pivot? What lessons were learnt? How did it benefit the organisation overall? How do you plan to sustain the success from pivoting?	<b>30%</b>
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### SUPPORTING DOCUMENTS

Please provide the following supporting documentation:

- The organisation's logo (high res EPS or JPG minimum 600dpi).
- At least two images suitable for the 2023 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

You are encouraged to credit all members of the team that contributed to this campaign.

Please include the names of up to 6 key personnel or key contributors (agencies/suppliers etc) involved in the campaign. Only the personnel listed will be issued individual award certificates. If more than six personnel, you may choose to have the Organisation and Campaign 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!



## NATIONAL AWARDS FOR EXCELLENCE IN FUNDRAISING

### Terms and Conditions of Entry

1. The submitting organisation must be a 2022/23 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 2022/23 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, 9 September 2022.
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.