

## **ADRP International Stewardship Awards Donor Recognition Application Questions**

### **Entry Budget**

For the purposes of categorizing applicants, please select the total budget for your entry from the drop down box:

*Drop down box with budget ranges (please limit to one choice only):*

\$0-\$2,499

\$2,500-\$4,999

\$5,000-\$9,999

\$10,000-\$14,999

\$15,000+

### **Application**

**Please consider the following questions and provide concise answers. Please be specific.**

#### **Entry Description (500 word limit)**

Briefly describe your entry, including:

- type: static, digital, virtual
- purpose
- target audience
- strategy: how is this impactful to specific supporters and/or the larger community?

#### **Innovation (500 word limit)**

What makes your entry innovative? What does it achieve above and beyond traditional donor recognition pieces you have at your institution?

#### **Donor Relations Strategy (500 word limit)**

Describe how the entry supports your department or institution's overall donor relations strategy. Does your entry have:

- leadership buy-in? Please describe this process.
- a connection to central branding, organizational goals, or unit goals? Please describe the connection using examples.
- was this developed to support a capital campaign? What do you anticipate as the longevity of this piece?
- donor-centric language and/or design? Please provide examples.

#### **Outcomes (500 word limit)**

- Evaluate: How do you determine the success of this donor recognition piece? What best practices are you applying?
- Learn: What did you learn from the challenges that arose during this project?
- Leverage: How have you leveraged the success of this piece?

- Engage: How did you measure donor response to this recognition piece? How does this knowledge inform planning for future updates or projects?

**Additional Information (500 word limit)**

Is there additional context or information you would like to add to your entry?

**Leadership Team Contact**

Provide a leadership team contact, so we may notify your team if your submission is selected as a finalist.

- Name
- Title
- Institution
- Email
- Telephone

**Supporting documentation – One .pdf / 10 page limit**

Please attach supporting documentation such as screen shots, emails, or other digital collateral. Supporting documentation of **no more than 10 pages must be saved as one .pdf document** and using the following naming convention: Donor\_Recognition\_Organization\_LastName.pdf