

2010 NEW ZEALAND FUNDRAISING EXCELLENCE AWARDS



2010 Awards for Fundraising Excellence

Nominations are now open for the 2010 Awards for Fundraising Excellence. If you've created a ground-breaking, successful and exciting fundraising campaign you deserve to be honoured for your creativity, enthusiasm and commitment. Award winners receive recognition from peers, managers, and the not for profit sector.

The 2010 Awards for Fundraising Excellence are presented by the Fundraising Institute of New Zealand (FINZ) and are open to all fundraisers in New Zealand with campaigns that ran during 2008 and 2009.

The Fundraising Awards recognise and promote excellence in fundraising and honour practitioners, by showcasing best practice and innovation to the wider profession, management, boards, sponsors, government and the general public.

Give yourself the professional competitive edge by entering the FINZ awards. In 2010 there are 10 awards of which eight are open to nomination.

Categories

- The FINZ Fellows' Most Promising New Fundraiser Award**
Open to all FINZ members who have served two years or less as a professional, full or part time fundraiser. Nominations must come from a full FINZ member and endorsements from the nominee's employer or contracting organisation are encouraged.
- The New Zealand Post Annual/Regular Giving Programmes Fundraising Award**
Includes programmes and appeals used to secure annual income, that demonstrate professionalism and innovation.
- The Execucare Major Gifts & Capital Campaigns Fundraising Award**
Covers a structured programme to raise funds to build a foundation or the organisation's asset base or a specific project.
- The Kiwibank Special Events Charity Fundraising Award**
Covers the raising of funds through a special function or event.
- The Flo2Cash Corporate Supporters Charity Fundraising Award**
Covers sponsorship, product and/or services support and corporate volunteering.
- The Xponential Philanthropy Planned Giving & Bequest Programmes Fundraising Award**
Includes endowment, insurance, bequests and gift annuity.
- The Blackbaud Pacific Donor Acquisition Charity Fundraising Award**
Covers donor acquisition programmes. Also includes face-2-face, tele-fundraising and unaddressed mail programmes.
- The FundraiseOnline, Online Campaigns Fundraising Award**
Incorporates event, special appeal and donor recruitment campaigns online.
- The Kalamazoo Wyatt & Wilson Premier Fundraising Award**
This award is presented at the discretion of the judges for an exceptional fundraising campaign. All entries are considered for this award.

Henry A Rosso Award for Philanthropy

Hank Rosso's contribution to ethical fundraising in New Zealand and worldwide cannot be underestimated. For five decades he sought to advance the cause of fundraising and his teachings were instrumental in founding The Fund Raising School at the Center of Philanthropy at Indiana University, USA. He also worked tirelessly assisting in the development of professional fundraising in New Zealand.

This award is presented by the FINZ Council, on recommendation from the FINZ Fellows, to a person who has engage in significantly valuable activity with long term benefits to the fundraising and philanthropy areas. The Henry A Rosso Award for Philanthropy is not presented at every conference and was last awarded in 2001. FINZ is proud to announce it will be awarded again in 2010.

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Judging process

Judges for the fundraising awards are selected from the FINZ Fellows. All entries are viewed separately by each member of the judging panel. Entries are considered against a prepared marking schedule and points are awarded on how well the criteria have been met. Judges then meet as a panel to determine which entries will receive awards. The decision of the judges is final.

Judging criteria

The Awards programme promotes good fundraising principles and practice. Judges will be looking for those campaigns, programmes and events that show evidence of the following:

- Planning (0-20 points)
- Need and case for support
 - Target market, problems and opportunities
 - Fundraising objectives
 - How this programme fits within the overall fundraising strategy of the organisation
- Strategy (0-20)
- Plan and implementation
 - Fundraising tools used
 - Samples of supporting materials (letters, brochures, acknowledgements, scripts etc)
 - Use of outside sources if appropriate (eg volunteers, consultants, designers etc)
- Results (0-40)
- Budgets and actuals for income and expenditure (including staff, sponsorships, in-kind)
 - Cost effectiveness, how much to raise each \$ collected
 - Number of people targeted and number responded
 - Lessons learnt and ability or plans to replicate
- Evidence of creativity and innovation (0-20)

Judges may present one Award for Excellence in each category and can also choose to award Merit Certificates. One Premier Award may also be selected from all entries received.

Merit Certificate	Evidence of good principles and practice, with good results.
Award for Excellence	Good principles and practice, but also setting new benchmarks in the way the campaign was executed, including creativity and innovation.
Premier Award	An exceptional campaign, showing outstanding performance and results.

Entry process

Prepare four copies of your entry (including supporting material) and attach the completed official entry form (only one required). **Entry is free for FINZ members. Non-members must include a fee of \$225.**

Entries must reach FINZ National Office by 5pm on **Thursday 1st April 2010.**

What to send:

- Completed entry form.
Ensure you understand and fill this out accurately and clearly, as it is an important part of the judges' assessment of your entry.
- Financial Statement of Income and Expenditure.
One page only for the specific campaign or programme. Audited if possible, otherwise with the financial certification of an accountant or treasurer specific to the project. Gross income and expenditure is to be itemised and should include direct costs, plus salaries, consultant fees, value of sponsorships (cash and goods or services in-kind). It is also of interest to the judges to include an estimate of volunteer hours.
- Written statement about the project.
Prepare a description of the campaign or programme, including objectives, strategy, implementation and outcome, and long term benefits to the organisation. No more than five x A4 pages.
- Samples of material used.
This should include samples of letters, brochures, scripts, acknowledgements, copies of CD, DVDs, advertisements, media coverage (including publication details) etc.

ENTRY FORM

**Category** (tick as many as apply to your campaign)

- The FINZ Fellows' Most Promising New Fundraiser Award (FINZ members only)
 The New Zealand Post Annual/Regular Giving Programmes Fundraising Award
 The Execucare Major Gifts & Capital Campaigns Fundraising Award
 The Kiwibank Special Events Charity Fundraising Award
 The Flo2Cash Corporate Supporters Charity Fundraising Award
 The Xponential Philanthropy Planned Giving & Bequest Programmes Fundraising Award
 The BlackBaud Pacific Donor Acquisition Charity Fundraising Award
 The FundraiseOnline, Online Campaigns Fundraising Award

Entrant details

In event of your entry receiving an award, these details will be used for publicity purposes, including engraving and printing.

Name _____

Organisation _____

Address _____

Phone _____ Email _____

Contact Name _____

Campaign Name _____

Date of Campaign _____

Campaign information

This information will only be viewed by FINZ National Office staff and the judging panel.

Target Audience _____

Objectives _____

Income (a) _____

Expenses (b) _____

Cost ratio (a/b) _____

Total Contacts (c) _____

Total Responses (d) _____

Response rate (c/d) _____

Average gift (a/d) _____

Entry fee (non-members only, free to FINZ members)

- \$225 payment enclosed.
 Cheques payable to Fundraising Institute of New Zealand or pay by bank deposit to 389010-0102917-00 (Kiwibank)

Closing date

Entries must be received by 5pm on Thursday 1st April 2010

Send entries to

Fundraising Institute of New Zealand, PO Box 11-203, Manners St, Wellington 6142

or Level 2, Willbank House, 57 Willis St, Wellington

For enquiries contact FINZ National Office, phone 04 499 6223 or email info@finz.org.nz