



### **Chapter Community Service of the Year**

The NACE Chapter Community Service of the Year award recognizes outstanding work benefiting a charitable or non-profit organization by means of an event or series of events, outreach activity, or fundraising. This category may include one or more community service efforts benefiting one or more charitable or non-profit entities. The chapter's overall community impact will be judged whether through one or multiple events.

One award will be given to each of two tiers of chapter sizes.

#### **Section 1: Elements Statement - Community Service Summary - 20 points, 250 words maximum**

- Summarize the chapter's community service activities and why the chapter chose the project(s).
- Discuss the overall community service goals of the chapter and if they were met.

#### **Section 2: Community Service Project(s) - 30 points total**

- Include discussion of the impact of the service work on the community and response of the community to the project. If highlighting multiple activities, discuss each in detail. *20 points, 250 words maximum*
- List all beneficiaries and provide description of donations for activities. Include description and estimated value of all in-kind donations and volunteerism, particularly for materials that might otherwise have increased the cost of the project. *5 points, 250 words maximum*
- List all paid services from NACE members. *5 points, 250 words maximum*

#### **Section 3: Marketing and Promotion of Project(s) - 15 points total**

- Summarize marketing/promotion strategies and items used to promote the project. *5 points, 250 word maximum*
- Describe how marketing efforts contributed to the success of the project. *10 points, 250 words maximum*

#### **Section 4: Chapter Participation for Each Project - 15 points total**

- Describe planning and volunteer structure (small committee or chapter-wide). *5 points, 250 words maximum*
- Discuss membership involvement in planning project, attending/volunteering, and donating. Include what percentage of the TOTAL membership participated in activity. *5 points, 250 words maximum*
- Discuss the ways in which the chapter was able to provide impact on the community. *5 points, 250 words maximum*

#### **Section 5: Collateral Material - 20 points total**

- Attach up to three photos of the materials that demonstrate sponsorship, volunteers, or donations. Select the pictures that best show off the event.
- Attach three pieces of sample marketing materials (such as invitations, programs, press releases, media exposure, nametags, menu cards, event surveys).