



Chapter Fundraising Event of the Year

The NACE Chapter Fundraising Event of the Year award recognizes success in planning, producing, and executing a single fundraising event for the chapter that exemplifies the outstanding efforts and abilities of the chapter and its members.

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

Section 1: Elements Statement - 20 points, 250 words maximum

- Describe the chapter's fundraising event, educational components, event goals, and objectives including if they were met, why the chapter chose the project, and how all funds raised were or will be used by the chapter.
- If the chapter partnered with a charity, include a description of the charity(s) benefiting and for what the funds raised would be used.
- To be eligible for this award, the chapter must have kept at least 33% of the funds raised. The fact of having partnered with a charity is not worth points for this award nomination.

Section 2: Event Execution - 20 points total

- Describe event planning timeline, event timeline, agenda, and program. *5 points, 250 words maximum*
- Describe the décor, special effects, lighting, entertainment, or staging used to support the event theme. *5 points, 250 words maximum*
- Describe the venue/event site including location and unique challenges or opportunities presented by the site. *5 points, 250 words maximum*
- Describe the food and beverage menu and design. *5 points, 250 words maximum*

Section 3: Marketing and Promotion of Event - 10 points, 250 words maximum

- Summarize the marketing strategies and promotional items used to promote the project and why these items contributed to the success of the project (such as increased contributions, attendance, raised awareness of NACE or cause).

Section 4: Budget/Sponsorship/Participation - 30 points total

- List the event sponsors and include the following *10 points, 250 words maximum*
 - Whether the sponsors are NACE members
 - Whether the donated items were cash or in-kind
 - Estimated value of all in-kind donations, particularly for materials that might otherwise have increased the cost of the activity
- Indicate the percentage of money spent compared to money raised (what was amount spent for every \$1 raised). – *10 points*
 - 0-10% - 10 pts
 - 11-20% - 7 pts
 - 21-30% - 5 pts
 - 31-50% - 2 pts
 - 51+% - 0 pts
- Detail chapter board and committee involvement, total number of attendees, and number of members versus number of guests that attended. *10 points, 250 words maximum*

Section 5: Collateral Material - *20 points total*

- Upload a spreadsheet detailing the budget with actual revenue and expense, including a list of all paid services and amount of funds donated to charity (if any). *10 points*
- Attach two or three photos of the fundraising event.
- Attach one or two samples of marketing materials.
- Submit one or two examples demonstrating sponsorship or donations (photos of donated product, auction items, solicitation letter or letter from charity).
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).