

2016
BULLDOG
NOT-FOR-PROFIT PR
AWARDS

RECOGNIZING EXCELLENCE IN
NON-PROFIT COMMUNICATIONS

88 CHANCES
TO WIN!

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#BULLDOGAWARDS

ENTER—AND WIN—THE MOST PRESTIGIOUS AWARD IN NOT-FOR-PROFIT PUBLIC RELATIONS—JUDGED EXCLUSIVELY BY WORKING JOURNALISTS!

Get the recognition you and your company deserve for your creativity—and outstanding accomplishments—in Not-for-Profit PR and communications!

- 88 chances to win!
- Easy and inexpensive to enter
- Winners featured in Winning PR editorial to be included in an edition of Bulldog Reporter's Daily 'Dog sent out to over 60,000 PR and communications professionals, mention in a national press release, a company profile page in the Winners Circle on Bulldogreporter.com and inclusion on all social media channels
- Online process makes entering fast and simple
- Massive publicity for winners—hundreds of thousands of positive impressions for you and your firm

Bulldog Award winners receive the industry's highest honor, plus an avalanche of publicity. When you win a Bulldog Not-for-Profit PR Award, you truly know you've arrived. The world will know it, too, because Bulldog Reporter publicizes its winners to more industry people and general media than any other awards competition.




EARLY BIRD DEADLINE: Friday, April 22, 2016

FINAL DEADLINE: Friday, May 27, 2016

Winning three Bulldog Awards was great for motivation in our department at UNICEF. The journalists who judge these awards see a wide variety of news—if our message stuck with them, we know we're doing something right. Winning also stimulated recognition from our board and senior management... acknowledgement that visibility and PR expertise are critical to our mission. We feel a renewed confidence when approaching department budget discussions.

**Lisa Szarkowski, Managing
Director Public Relations,
UNICEF**



HOW TO ENTER—AND WIN—A 2016 BULLDOG AWARD FOR EXCELLENCE IN NOT-FOR-PROFIT COMMUNICATIONS

Awards are offered for three levels of excellence (Gold, Silver and Bronze) in 29 categories—which means you have 88 chances to win a 2016 Bulldog Not-for-Profit Award. Campaigns and activities must have taken place between March 2015 and March 2016.

Multiple Entries: You can enter any of your Not-for-Profit campaigns in any number of the Not-for-Profit Campaign or People/Organization categories. Be sure to take a look at ALL of the categories as it is only \$195 for each additional entry and it increases your chances of becoming the Grand Prize winner.

OUTSTANDING CAMPAIGNS IN NOT-FOR-PROFIT COMMUNICATIONS

- Best Use of the Internet/Digital Tools
- Best Use of Social Media
- Best Media Relations Campaign
- Best Use of Video in a Campaign
- Best Positioning/Branding/Reputation Campaign
- Best Corporate Responsibility Campaign
- Best Green/Environmental/Sustainability Campaign
- Best Issue/Cause Advocacy Campaign
- Best Issues Management/Public Affairs Campaign
- Best Charitable Giving/Fundraising Campaign
- Best New Member/Volunteer Campaign
- Best Partnership with Corporate, Community, Not-for-Profit or NGO Organization
- Best Employee Communications Program
- Best Special Event/Stunt
- Best Disaster Relief Campaign
- Best Crisis Communications
- Best Public Service Announcement
- Best Online Newsroom
- Best Website

- Best Blog
- Best Campaign over \$25,000 Budget
- Best Campaign \$10,001-\$25,000 Budget
- Best Campaign under \$10,000 Budget
- Best Not-for-Profit Campaign: Organizations over \$100 Million in Revenue
- Best Not-for-Profit Campaign: Organizations \$20-\$100 Million in Revenue
- Best Not-for-Profit Campaign: Organizations under \$20 Million in Revenue

OUTSTANDING PEOPLE AND ORGANIZATIONS IN NOT-FOR-PROFIT COMMUNICATIONS

- Outstanding Not-for-Profit Communicator
- Outstanding Not-for-Profit Organization for Communications
- Best PR Agency for Not-for-Profit Communications

GRAND PRIZE WINNER

- 2016 Best Not-for-Profit Communications Campaign of the Year



WHAT THE JUDGES WILL BE LOOKING FOR IN YOUR NOT-FOR-PROFIT PR CAMPAIGN ENTRY

FOR CAMPAIGN ENTRIES, PLEASE DETAIL:

- Strategy
- Objectives
- Implementation
- Summary of results
 - Samples of your best publicity with images and/or links
 - Extraordinary traditional and digital media savvy, creativity and resourcefulness
- Budget (which will remain confidential) so the judges can assess relative achievement

Here are the qualities that will win you a Bulldog Not-for-Profit PR Award for a campaign, especially when evident in combination:

1 Strategic brilliance in matching the Not-for-Profit communications program to organizational objectives, as well as how the program itself was strategized to reach and engage appropriate audiences, media and journalists. Judges give particular credit for Not-for-Profit communications successes dependent on an intimate knowledge (and/or thorough

research) of traditional and social targeted media.

2 Creativity and originality in conceiving a brilliant story angle, technique or implementation strategy, especially in the face of adversity, such as small budgets, little-known organizations or difficult-to-distinguish issues or causes.

3 Extraordinary execution of your plan: How astutely have you taken advantage of advanced PR and communications techniques—including research, measurement and engagement—and how adeptly have you used them? How masterfully have you employed these techniques to make an impact, mobilize target audiences and attract favorable media and public attention?

4 Results. How many media—especially the nation's most influential media—picked up your story, particularly those media with tough requirements and little space for PR-driven stories? How great was your reach and engagement among social channels? Relative to your budget, how much impact did you make?

We put the Bulldog Awards at head of the class because they are judged independently—by journalists—and because we still believe that press, especially on small-budget campaigns, is the most immediate measure of success. The Bulldog judges ask the same questions our best clients do . . . and this means a win is a big win. We hope clients notice our Bulldog Awards—and our results—and say, win me a Bulldog! It's the award I like to build into our incentive programs because it's pure.

**Marian Salzman, CEO,
Havas PR**



WHAT THE JUDGES WILL BE LOOKING FOR IN YOUR NOT-FOR-PROFIT PR FOR A PERSON OR ORGANIZATION ENTRY

FOR OUTSTANDING PEOPLE AND ORGANIZATIONS, PLEASE EXPLAIN:

- How your nominee has achieved extraordinary results in your Not-for-Profit communications over time, but particularly in the last year.
- How this person or organization has demonstrated a dedication to communicating messages for Not-for-Profit organizations.
- Expertise from both a strategic and implementation standpoint.

Specifically, here are the qualities that will win you a Bulldog Not-for-Profit PR Award for a person or an organization, especially when evident in combination:

- Leadership,
- Exceptional achievement
- Breakthrough thinking
- Initiative



GUIDELINES FOR ORGANIZATION-CATEGORY ENTRIES:

In general, agencies and Not-for-Profit organizations will be judged on a combination of three values exhibited over time, and particularly in the last year:

- Demonstrated commitment to Not-for-Profit communications
- Outstanding achievements in implementing such campaigns
- Creative, ground-breaking contributions to the field of Not-for-Profit communications

These qualities should be described and backed with hard data whenever possible.

For all Organization entries, please include a statement of annual revenue (for agencies, fees plus mark-up for outside purchases) that matches the organizational category or categories entered.

GUIDELINES FOR PEOPLE-CATEGORY ENTRIES:

Candidates may be nominated by colleagues or organizations or may enter themselves. Qualities and accomplishments may be from the past year or cumulative over a career. Judges will look for:

- Commitment
- Leadership
- Creativity
- Extraordinary achievement
- Other qualities that are a credit to a communications professional

REMEMBER, YOU HAVE TO BE IN IT TO WIN IT!

Go now to the [Bulldog Awards homepage](#) for further details on all of our awards programs. For further details, please contact Bulldog Awards at **1-866-849-6944** or email awards@bulldogreporter.com