Worksheet 5  
call for entries

**Awards 101: The Missing Manual for Awards Professionals**

**Overview**

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|  | Call for Entries is the very essence of an awards program – this is when the real action begins, applicants register, submissions are received, and fees are paid. Working systemically and attentively on this worksheet may help avoid a lot of issues and misunderstandings. |

**who should apply**

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|  | Clearly determine who the eligible candidates are and what criteria they should meet. |

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| Questions | Answers |
| Who / What is the awardee? What kind of entity will win the award? | ⭘ A Person  ⭘ A Company  ⭘ A Group / Team |
| Who submits the entry? | ⭘ Application/Self Nomination  ⭘ Nominated by someone else |
| Scope of entrants | ⭘ Open to general public  ⭘ Restricted to members of a current organization only |
| Other rules and restrictions | 🞏 Achievement must be in last year  🞏 Certain profession  🞏 Certain education level  🞏 Limit to 1 entry per person |

**entries & data**

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|  | Think what information from the applicant you need to receive, and some is necessary upfront and some later. |

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| Questions | Answers |
| What kind of expectations should entrants have with regards to confidentiality | ⭘ No expectations  ⭘ Information is made public after the competition is over  ⭘ Trade secrets are never published |
| What is the demographic information you wish to collect about the entrant? | 🞏 Name  🞏 Email  🞏 Phone Number  🞏 Organization / Company  🞏 Job Title  🞏 Company  🞏 Website  🞏 Address  🞏 Photo / Headshot  🞏 Resume / CV  🞏 Gender  🞏 Birthday |
| What questions are needed to ask to judge the entry? |  |
| What additional questions are useful to your organization for marketing and analytics purposes? |  |
| Are third parties needed to vouch / provide references for the entrant or nominee? | *Suggested References:*  🞏 Colleague / Coworker  🞏 Supervisor  🞏 Professor  🞏 Coach  🞏 Advisor  🞏 Mentor |
| Do you wish to publicize the entries or winners in an online gallery? | *Suggested Questions:*  🞏 Publicity photo  🞏 Short description |
| Do different entry categories require different / additional questions? |  |
| Is additional information needed from entrants or finalists? | ⭘ All information collected upfront  ⭘ Finalists must provide additional data |

**entry fee structure & important dates**

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|  | Plan the deadlines and respective entry fees. |

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| Questions | Answers |
| **No Entry Fee Checklist** |  |
| What is the Official Open Date for the Call for Entries? |  |
| What is the Final Deadline for Submission? |  |
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| **Entry Fee Checklist** |  |
| What is the Official Open Date for the Call for Entries? |  |
| Specify the Early Bird Deadline if any |  |
| Specify the Early Bird 2 Deadline if any |  |
| Specify the Official Deadline Date |  |
| Specify the Late Deadline if Any |  |
| Specify the Very Late Deadline if any is allowed  (this is the very last date entries can be officially be accepted) |  |
| How are fees collected? | 🞏 Credit Card  🞏 Mailed check |
| When are fees collected? | ⭘ Paid upon submittal  ⭘ Payment upfront |
| If payment is upfront, is there a cut-off date when payments must be received to signify intent to apply? |  |

**Applicable entry fees**

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|  | Define the fees and discounts you are going to use in your program. |

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| Questions | Answers |
| What is the Standard Fee to enter? |  |
| Is there an Early Bird Discount? |  |
| Is there an Early Bird 2 Discount? |  |
| Is there a Late Fee? |  |
| Is there a Very Late Fee? |  |
| Do different entry categories have different fees? |  |
| Do certain groups of people receive a discount? |  |
| Does an entrant who has multiple submissions receive a discount? |  |

**physical entries checklist**

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|  | Do not miss important considerations related to physical entries. |

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| Questions | Answers |
| How will entries be received | ⭘ Online Submission  ⭘ Physical Submission  ⭘ Online Registration + Physical Delivery |
| **Only complete items below if there is a Physical Collection need** |  |
| Where should entries be mailed (or delivered to)? |  |
| What is the deadline date for drop off? |  |
| Is the deadline a “received by” or “postmarked by” deadline? |  |
| Will there be a “drop off day” style event to collect entries? |  |
| How long will entries need to be stored? |  |
| Do you have a physical inventory tracking list? | 🞏 Yes  (No is not an acceptable answer!) |
| Will physical entries be returned? | ⭘ Yes (specify how)  ⭘ No |
| Estimated cost to ship entries to judging location |  |
| Estimated cost to ship entries back to nominators |  |
| Name, Email and Phone # of Person 1 in charge of physical entries |  |
| Name, Email and Phone # of Person 2 in charge of physical entries |  |
| Name, Email and Phone # of Person 3 in charge of physical entries |  |

**marketing & communication checklist**

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|  | Consider the means of communication to be used to notify entrants about key dates, deadlines, and actions. |

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| Questions | Answers |
| Call for Entries notification | 🞏 Press release submitted  🞏 Facebook announcement  🞏 Twitter announcement  🞏 LinkedIn announcement  🞏 Email blast to existing members  🞏 Email blast to previous year participants |
| Deadline approach reminders | 🞏 Before Early 1 Deadline  🞏 Before Early 2 Deadline  🞏 Before Late 1 Deadline  🞏 Before Late 2 Deadline  🞏 Final Day |
| Emails to entrants | 🞏 Confirmation email  🞏 Remind incomplete entrants |
| Website pages | 🞏 Rules and Criteria  🞏 Online application form  🞏 How to contact organizers |

**support & administrative checklist**

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|  | What kind of human participation is needed and who will be responsible for it? |

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| Questions | Answers |
| Will entries all require a first level human review? | ⭘ No  ⭘ Yes |
| Name and email of person responsible for day to day entrant questions |  |
| Name and email of additional helper for deadline week |  |

**setting goals**

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|  | Re-iterate and reconsider the key target numbers and goals of next year program. |

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| Questions | Answers |
| How many entrants are expected? |  |
| How many entries are expected? |  |
| What is the total revenue goal? |  |
| What is the desired average time spent per entry? |  |
| Who are key individuals or organizations that should apply? |  |