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? |  |
|  |  |
| **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? |  |