

# WORKSHEET 5

## CALL FOR ENTRIES

Awards 101: The Missing Manual for Awards Professionals

### OVERVIEW



*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



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

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

### ENTRIES & DATA



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

Questions	Answers
What kind of expectations should entrants have with regards to confidentiality	<input type="radio"/> No expectations <input type="radio"/> Information is made public after the competition is over <input type="radio"/> Trade secrets are never published
What is the demographic information you wish to collect about the entrant?	<input type="checkbox"/> Name <input type="checkbox"/> Email <input type="checkbox"/> Phone Number <input type="checkbox"/> Organization / Company <input type="checkbox"/> Job Title <input type="checkbox"/> Company <input type="checkbox"/> Website <input type="checkbox"/> Address <input type="checkbox"/> Photo / Headshot <input type="checkbox"/> Resume / CV <input type="checkbox"/> Gender <input type="checkbox"/> 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?	<i>Suggested References:</i> <input type="checkbox"/> Colleague / Coworker <input type="checkbox"/> Supervisor <input type="checkbox"/> Professor <input type="checkbox"/> Coach <input type="checkbox"/> Advisor <input type="checkbox"/> Mentor
Do you wish to publicize the entries or winners in an online gallery?	<i>Suggested Questions:</i> <input type="checkbox"/> Publicity photo <input type="checkbox"/> Short description
Do different entry categories require different / additional questions?	
Is additional information needed from entrants or finalists?	<input type="radio"/> All information collected upfront <input type="radio"/> Finalists must provide additional data

## ENTRY FEE STRUCTURE & IMPORTANT DATES



*Plan the deadlines and respective entry fees.*

Questions	Answers
<b>No Entry Fee Checklist</b>	
What is the Official Open Date for the Call for Entries?	
What is the Final Deadline for Submission?	
<b>Entry Fee Checklist</b>	
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?	<input type="checkbox"/> Credit Card <input type="checkbox"/> Mailed check
When are fees collected?	<input type="radio"/> Paid upon submittal <input type="radio"/> 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



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

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

<b>i</b>	<i>Do not miss important considerations related to physical entries.</i>
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Questions	Answers
How will entries be received	<input type="radio"/> Online Submission <input type="radio"/> Physical Submission <input type="radio"/> Online Registration + Physical Delivery
<b>Only complete items below if there is a Physical Collection need</b>	
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?	<input type="checkbox"/> Yes (No is not an acceptable answer!)
Will physical entries be returned?	<input type="radio"/> Yes (specify how) <input type="radio"/> 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



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

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

## SUPPORT & ADMINISTRATIVE CHECKLIST



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

Questions	Answers
Will entries all require a first level human review?	<input type="radio"/> No <input type="radio"/> Yes
Name and email of person responsible for day to day entrant questions	
Name and email of additional helper for deadline week	

## SETTING GOALS



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

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?	