



Chartered Institute
of Fundraising Scotland
Institiud Tional-airgid
Clàraichte na h-Alba

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CONSULTING SOLUTIONS



Best Marketing and Communications Campaign

Best Marketing and Communications Campaign

- For the best campaign or initiative aimed at existing or new supporters across the full spectrum of direct marketing channels (including digital media).
- The initiative should have taken place in the last 30 months and the winning charity will demonstrate best practice and evidence of the number of supporters engaged in the process, costs and funds raised.

Submitting your nomination:

- You may enter under multiple categories where appropriate.
- All fields are mandatory; the judging panel will not consider nomination forms with blank spaces.
- All entry forms must be received by 5pm on Friday 1st April 2022 via the awards nomination website at <https://www.scottishfundraisingconference.org.uk/ciof/awards>
- No entries will be accepted after this date.

Your details (nominator):

| | |
|---------------------------|--|
| Name | |
| Job title | |
| Organisation | |
| Address | |
| Telephone | |
| Email | |
| Twitter (not mandatory) @ | |

Nominee details:

1. Name of Marketing & Communications Campaign
2. Objectives
List the campaign objectives and how it was carried out.
(Max 300 words)
3. Forecasting
How was success intended to be measured? What was the projected income, Gross & Net and ROI?
(Max 200 words)
4. Results
What were your actual results? If they were different from projections, please elaborate.
(Max 100 words)



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5. If applicable, in what way did you involve volunteers, trustees, beneficiaries or donors in the campaign?
(Max 100 words)
6. Identify the key creative elements in the campaign. What did you do differently; did you adapt existing ideas/techniques or create new ones?
(Max 100 words)
7. How will all of the above influence your fundraising in the future?
(Max 100 words)
8. Submission summary
Please provide us with a summary of your submission; including the key details of your nomination. If shortlisted, this information will be used on the Chartered Institute of Fundraising Scottish Conference website and awards brochure. Please note that your summary may be revised for editorial purposes.
(Max 150 words)
9. Sample materials
Where possible please supply sample materials via post or email (address / email details required).
10. Supporting images
Please attach a few images, including logo(s) if appropriate, to illustrate your nomination. These will be used on our website and printed materials should your nomination be shortlisted.

The files should be in JPG, BMP or PNG formats, big enough to use in printed material, but not greater than 2MB in size. The image files should be titled with the name of your organisation plus the name of the relevant award category i.e. Best Marketing and Communications Campaign



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Judging Process

A co-ordinator will receive all applications. Copies of the applications will be shared with members of the judging panel.

The panel will decide which applications will be shortlisted. The panel's decision is final. A co-ordinator will contact all applicants by email confirming the outcome of their application and where a nomination has been shortlisted, outlining the next steps.

Successful nominations for the Fundraiser of the Year Award, Fundraising Excellence Award and Volunteer Fundraiser of the Year Award may be required to participate in an informal interview with a panel member and may be required to submit a short video that will be played on the awards evening.

Privacy Notice

The Chartered Institute of Fundraising of Charter House, 13-15 Carteret Street, London SW1H 9DJ is the Controller.

The information you provide in this form will be used by the Chartered Institute of Fundraising Scotland to administer the nomination process.

All received forms will be accessed by a single co-ordinator and will be kept in a secure, restricted access environment. A judging panel will have access to completed forms for the selection process only.

All copies of the application forms will be securely destroyed within 1 month following the Awards ceremony.

Some of the data you supply will be made public if your nomination is shortlisted. This includes names, job titles, companies and photographs where this is relevant to the Award category. This information will be published via our website and in media articles.

For further information on how your information is used, how we maintain the security of your information and your rights of access to information we hold about you, please see our [privacy policy](#).