



April 19, 2022

Dear ASAE Executive Members:

ASAE has an annual tradition of recognizing members' accomplishments and it is once again time to gather nominations for several honors. Specifically, we are requesting submissions for the following awards:

- Excellence in Communications
- Ken Graves Memorial
- Partner of the Year
- Emerging Leader

Applications for each award, as well as the requirements for submissions, are included in this packet. We look forward to receiving many submissions for the outstanding work we know has been taking place over the last year. As an alternative, you can also choose to submit through an online form located at <https://www.arksae.net/awards> (Excellence in Communications is **not** included in the online forms).

Please note that the Excellence in Communications Awards are divided into two categories. Category 1: For associations with budgets **under** \$500,000 and Category 2: For associations with budgets **over** \$500,000.

Each category has two levels of entries: 1. **Single Piece** (brochure, newsletter, annual report, website, social media, video, podcast, etc.) and 2. **Overall Campaign** (any program or event that used more than one medium by which to promote it).

Submissions for all awards are due by midnight on May 20. We look forward to honoring the winners on the evening of July 12 at our 2022 Annual Convention in Bentonville (www.arksae.net/annual-convention).

Please contact Leigh at office@arksae.net or 501-223-9188 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Leigh Anderson".

Leigh Anderson, Executive Director
Executives Phone: 501-223-9188
Email: office@arksae.net



2022 ASAE Excellence in Communications Awards Entry Form

Rules: Any communications media (print, broadcast, digital, etc.) produced from **July 2021 to present** will be considered. Please submit in print or electronic format **by midnight on May 20, 2022**. There is no fee to submit an entry. If submitting multiple entries, be sure to attach separate forms for each entry.

Submitted by: _____ Title: _____

Association: _____

Phone: _____ E-mail: _____

Name of Entry: _____

Category (Please check which you are entering)

- Category 1: For associations with budgets **under \$500,000**
- Category 2: For associations with budgets **over \$500,000**

Type of entry (Please check which you are entering):

_____ **Single Communications Piece**

A single piece may be brochure, newsletter, ad, annual report, membership materials, website, social media, etc.

_____ **Overall Campaign**

Must include **more than one medium** used for an event, program or campaign.

Associations can submit multiple entries for Single Communications piece but **only one entry for Overall Campaign**. Associations submitting entries are asked to **provide samples** and descriptions of their communications for evaluation. Entries will be judged by communications professionals on these criteria:

- Planning
- Implementation: design, layout, content or delivery
- Results and evaluation

Please answer the following questions for each entry. Submit answers, along with this form, by May 20.

1. Goals: What were the goals of this communications program?
2. Planning and Implementation: How did you plan and implement the communication?
3. Results: What were the measurable results achieved with this project?
4. Evaluation: How did you evaluate its success?

DEADLINE: Midnight on MAY 20

All entries should be emailed to office@arksae.net or delivered to:

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| ASAE P.O Box 23034 Little Rock, AR 72221 | OR | Capitol Concepts/ASAE 1401 W. Capitol Ave. Suite 440 Little Rock, AR 72201 |
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Contact Leigh Anderson at office@arksae.net or 501-223-9188 with questions.