



NAYDO

North American YMCA Development Organization
in partnership with YMCA of the USA and YMCA Canada
inspires and strengthens the philanthropic culture of the YMCA.

2024 NAYDO Communications Awards

Communications Awards Criteria

- Follows YMCA graphic standards applicable to their country.
 - Used in previous 23 months (January 2022-November 2023).
 - Reflects the development of a strategic approach to communications.
 - Successfully supported a financial development effort.
 - Graphic and digital design and/or videography is clean and easy to follow.
 - Content reflects the Y's mission and voice.
 - Strong imagery supports the content and purpose.
 - Clear qualitative or quantitative measures that demonstrate communications and/or philanthropic success.
 - Possesses a distinctive caliber of excellence, or an extraordinary or insightful approach or result.
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YMCAs of all sizes may submit entries for:

- **Strategic Communications Excellence (multiple categories)**
- **Cause Communicator of the Year (one award)**

STRATEGIC COMMUNICATIONS EXCELLENCE AWARDS

The NAYDO Strategic Communications Excellence Awards recognize exemplary YMCAs that have developed multi-faceted communications campaign designed to inform, educate, or persuade specific audiences about the Y's cause, impact, or an initiative. Each award will be given to small, mid-size and large Ys in the following categories of communications excellence:

- **Best Overall Campaign Excellence** recognizes a YMCA for developing the best overall strategic campaign within its budget size. This campaign (philanthropic, member recruitment, camp, etc.) must have been successful in meeting or exceeding its initial targets including people impacted, financial goals (if associated with this campaign) and people/donors reached through awareness.
- **Communications for Inclusion** recognizes a Y that has showcased its extraordinary work to targeting communications that are welcoming to those of an underserved group(s) including minorities, those of all abilities, or targeted demographics. It should be clear that elevating the commitment to diversity, equity and inclusion was a focal point of these communications pieces.
- **Philanthropic Communications** recognizes YMCAs for a clear and creative strategic approach to the development of communications fundraising campaign and tools. Entries should include a compilation of 3-5 pieces that best demonstrate your philanthropic strategy in action which may include annual report, impact reports, annual support campaign materials, capital campaign materials, endowment or planned giving, general donor cultivation materials.
- **Small Budget Star** recognizes YMCAs that have developed multi-faceted communications campaign designed to inform, educate, or persuade specific audiences about the Y's cause, impact or an initiative WHILE SPENDING \$5000 OR LESS ON THEIR CAMPAIGN.

Judges will be looking for:

- A clearly defined strategy that is based on addressing a YMCA philanthropic and/or communications challenge with measurable goals and objectives
- Alignment of the campaign with YMCA national brand standards
- High professional standards
- Originality and creativity
- Entries should include 3-5 communications pieces that were part of this campaign
- Demonstrated results and a clear explanation of return on investment (ROI)

Entry Requirements: To be valid, your award submission must include 3 components:

1. Complete the **Strategic Communications Category Entry Form**

2. **Submission Summary**

The summary should be a maximum of two (2) pages and should answer these questions:

1. What is your campaign about?
2. What were your goals? Be specific, dollar amounts, people reached etc. What was the impact of your campaign or efforts? Did you achieve your goals? Share your results with us.
3. What was the timeline of your campaign or efforts?
4. Describe the media, channel or assets you used in this campaign. These are the examples you will upload.
5. How did you measure success?
6. How much did it cost to deliver? Did you work with another YMCA or agency on any of the included pieces or parts of your campaign? If yes, did you pay for these services or are they reflected in your budget? Please advise who you worked with and what resources they provided.
7. Why do you feel your campaign deserves recognition? Your summary will be a PDF that you will upload along with your communications pieces.
8. How has NAYDO impacted your fundraising, culture of philanthropy and factored into your entry?

3. **Portfolio of Communications Pieces**

A portfolio of 3-5 communications pieces that best demonstrate your communications strategy in action with no more than 1 per category. These may include any of the following: annual report/community impact report, annual support campaign materials, capital campaign materials, endowment/planned giving materials, general donor cultivation tools, media or public service campaigns, websites and/or social media.

NOTE: Video submissions should be original content and source link, not a web video like YouTube.

CAUSE COMMUNICATOR OF THE YEAR (only one entry selected)

Is there someone in the YMCA movement (maybe even not at your Y) who is truly moving the dial on communicating the YMCA mission, vision and or purpose? Then this is your chance to nominate them!

Reminder this person does not have to come from your YMCA.

This award recognizes efforts by a YMCA leader to inform, educate and engage his or her team, volunteers, donors and/or community. This person (often a CEO, Board Chair or Volunteer, or Branch executive) clearly articulates a vision that inspires and motivates others to positive action. Excellent communication requires real strategy. Your entry should demonstrate the strategic effort related to internal and/or external communication by a leader at your Y.

Entry Requirements: To be valid, your award submission must include 3 components:

1. Complete the Cause Communicator of the Year Entry Form

2. Submission Summary

Your entry must include a maximum two (2) page summary. The summary should clearly articulate why you believe the nominee should be selected. Please include:

1. Who are you nominating? Your nominee can be a CEO, director, volunteer, or other leader. Please include name, title, association.
2. What challenge or opportunity is your nominee addressing? Either independently or with the support of their Y's marketing, communications and/or financial development team, describe how the nominee applies strategy to increase awareness and support for the Y's cause and/or need for philanthropic support from a specific target audience. Target audiences can be staff, volunteers, elected officials, community partners, or any other specific group(s).
3. Describe the media, channel, or assets the nominee used. These are the examples you will upload.
4. How was success measured?
5. Why do you feel your nominee deserves recognition?

Your summary will be a PDF that you will upload along with your communications pieces.

3. Portfolio of Communications Pieces

A compilation of 3-5 communications pieces that best demonstrate your nominee's efforts to engage and inspire audience groups. These pieces may include internal and/or external communications materials such as emails, newsletters, social media, media interviews, videos, presentation materials, communications plans and/or message platform materials. You may include photos or videos of this person actively engaging others.

Note on Video Submissions: Please send videos in file format instead of YouTube.

Submission Requirements

Uploading electronic versions of all materials (i.e., PDF version of print materials) is required for all entries.

Each category has its own entry form. Only online submissions are accepted. If you win, you will need to supply actual copies of winning materials (where applicable).

Strategic Communications Excellence

<https://conference.naydo.org/forms/view/33794>

Cause Communicator of the Year

<https://conference.naydo.org/forms/view/33797>

Reminders:

By entering your YMCA's materials, entrants are giving NAYDO permission to copy and keep the entry for the NAYDO library, website and/or conference distribution.

It is your YMCA's responsibility to ensure all elements of any entry meet your country's YMCA brand standards.