

ORGANIZATIONAL AWARDS

Golden Shoestring

No Money? No Problem! Tell us how you successfully met a challenge head-on with a budget of under \$5,000.

- Project/Event Name
- Describe the project/event. (100-200 words)
- Please share why you think your association should win this award. (100-200 words)

Impactful Community Philanthropic Program

Entries must include public service programs that involved and benefit the greater community and surrounding areas beyond the confines of the specific association.

- Program Name
- Provide a description of the program. (100-200 words)
- Explain your association's involvement with the local public community. (100-300 words)
- What was the staff/membership participation? (100-300 words)
- How did the program provide a positive impact on the community? (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Impactful Technology

The Technology Award is intended to highlight member(s) who demonstrate an innovative use of technology. Successful submissions will detail the objective and goals of the effort and demonstrate an effective use of the organization's resources. The submission should also convey the impact the technology had on the organization and its members. Submissions can include, but are not limited to website, event technologies, apps, etc.

- Project/Initiative Name
- Describe how technology was used and why it is innovative. (200-400 words)
- Explain the intended goal/expected results from the use of technology, as well as the success metrics. (200-400 words)
- How did the technology impact the membership? (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Innovative Communications Program

Any improved or innovative tactic your association has used to communicate to its membership. Successful submissions should detail the campaign objective and goals and how those were achieved. It should also highlight the different audiences/segments attempting to be communicated with. Submissions can include but are not limited to mailings, email campaign, social media plan, etc.

- Campaign/Initiative Name
- List the audiences/segments you were communicating with: (100-200 words)
- Describe what made the communications program unique. (200-400 words)
- Detail the campaign objective, goals and measured success. (200-400 words)
- Please share why you think your association should win this award. (100-200 words)
- Social media links / Website(s)

Nominations will be accepted until October 15, 2021. Please note that the nominations should reflect programs, initiatives, and work which took place between September 1, 2020 and August 31, 2021.

Innovative Marketing Campaign

Any new, unique or innovative way your association marketed a program or event. Successful submissions should detail the campaign objective and goals and how those were achieved. It should highlight the creativity of the campaign and how that creativity conveys the message of the organization. Submissions can include, but are not limited to, print advertising, social media, web, email, etc.

- Campaign/Initiative Name
- Provide a description of the program or event. What is your elevator pitch? (100-200 words)
- Share the campaign objective, goals, results and success metrics. (200-400 words)
- Provide details about the creativity of the campaign. (200-400 words)
- How did the campaign convey the message of your association? (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Innovative Membership Program

Do you have a recruitment, retention, new member, lapsed member, or education program with results that exceeded your expectations? These programs can be general, focused on a particular hot button topic specific to your members, or on a particular program, initiative, or product. Be sure to include the measurable goals and outcomes. What was the feedback from your members, how do you know it worked, what can other ISAE members learn from your entry and how could they replicate it?

- Program Name
- Provide a description of the program. Why did you embark upon it? What was the need you saw? What was the purpose of the program? (200-400 words)
- Tell us how you developed the idea and the creativity involved. Did you find a solution you could replicate? Did you perform a needs assessment survey? Did you talk with members? Why did you decide to take a risk? (200-400 words)
- What were the lessons you learn? Will you be repeating this program? Why or why not? If yes, what will you change? (200-400 words)
- Describe the campaign objectives and success metrics. Compare goals with results and be sure they are measurable with numbers, percentages, member feedback from surveys, etc. (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Outstanding Annual Convention

Entries must be a convention that benefits your membership and makes a positive impact on your organization.

- Event Name
- Share the goals and measured success of the convention. (200-400 words)
- Describe the educational program. (100-300 words)
- Detail the marketing plan. (100-300 words)
- Please share why you think your association should win this award. (100-200 words)

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Outstanding Government Affairs Program

Entries should outline how the legislative-specific government affairs program successfully lobbied elected officials or public agencies on a member issue on a local, state or national effort.

- Program Name
- Describe the legislative issue your association faced and the steps taken to get the message/issue to a successful outcome: (200-400 words)
- Detail the success metrics and explain the measurable results: (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Outstanding Individual Program/Event

Any single-day, non-convention event planned by the association for the membership. Focus of the event could be education, advocacy, networking, etc.

- Program Name
- Provide a description of the program/event. (100-200 words)
- Describe the goal(s) and success metrics of the program/event. (200-400 words)
- How was the event marketed? What creativity/innovation was used? (200-400 words)
- Please share why you think your association should win this award. (100-200 words)

Supplier Company of the Year

Nominee company must be a supplier member of ISAE who has provided exceptional service in working with associations, is understanding of association needs, and has demonstrated an active support of ISAE.

- Company Name
- Why does this company deserve to be considered for this award? Please describe the nominee's impact and success through providing outstanding customer service to ISAE member associations as well as support of ISAE. (200-400 words)

INDIVIDUAL AWARDS

Association Executive of the Year

Nominee must be a regular, voting member of ISAE and actively involved in a full-time position as the chief staff executive for an association. A minimum of three years association management experience is required. This person has shown dedication, innovation and leadership. This is the kind of executive all association professionals aspire to be.

- Nominee First Name, Last Name, Credentials, Company, Email Address, Position/Title, Phone Number
- Why does this person deserve to be considered for this award? Please describe nominee's success through demonstration of dedication, innovation and leadership as the Chief Staff Officer of their association. (200-400 words)

Nominations will be accepted until October 15, 2021. Please note that the nominations should reflect programs, initiatives, and work which took place between September 1, 2020 and August 31, 2021.

Association Professional of the Year

Nominee must be a regular, voting member of ISAE and actively involved in a full-time position as a staff member (not CEO) for an association. A minimum of three years association management experience is required. While not the top person in the association, the nominee is a leader who moves the association to the next level.

- Nominee First Name, Last Name, Credentials, Company, Email Address, Position/Title, Phone Number
- Why does this person deserve to be considered for this award? Please describe the nominee's success in helping move their association to the next level. (200-400 words)

Individual Supplier of the Year

Nominee must be a supplier member of ISAE in a full-time position serving the association industry. Nominee must have a minimum of three years' work experience with associations and provide outstanding customer service to ISAE member associations.

- Nominee First Name, Last Name, Credentials, Company, Email Address, Position/Title, Phone Number
- Why does this person deserve to be considered for this award? Please describe the nominee's impact and success through providing outstanding customer service to ISAE member associations. (200-400 words)

Rising STAR of the Year

Nominee must be a regular member of ISAE. Nominee must have one to three years' service in or to the association industry. This person is one who makes contributions to his/her association, loves learning new things and provides outstanding service to the membership.

- Nominee First Name, Last Name, Credentials, Company, Email Address, Position/Title, Phone Number
- Why does this person deserve to be considered for this award? Please describe nominee's contributions to their association and industry through their own professional development and accomplishments, as well as service to the association community. (200-400 words)

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