

NHRPA COMMUNICATION SAVVY AWARDS

BACKGROUND:

The NHRPA Communication Savvy Award will be presented to the agency or department who has significantly contributed to the public's increased awareness and recognition of public parks and recreation. It recognizes excellence in print, audio visual or electronic communications that (1) externally promote the agency's public parks, facilities, recreation or leisure services programs and have successfully demonstrated an increased level of public awareness or (2) are used to enhance the agency's internal communications to staff, policy makers, or current program participants.

ELIGIBILITY AND CRITERIA:

- Agency or a member of your agency must be a member of NHRPA a minimum of 6 months prior to the application submission date
- All submitted material must have been designed in-house. (Cannot have been outsourced by a professional marketing agency).
- One Savvy Award may be awarded in each category and each class. Classes (Based on Population Served) **Class 1** - up to 7,999 **Class 2** – over 8,000
- Projects or print material must have been completed between June 2016 & June 2017. (Note: If you have already submitted this material in this timeframe from the previous year and won, you may not submit again.)

SUBMISSION REQUIREMENTS: If your department is submitting in one or more of the below Savvy categories, please answer the following for each category submitting.

COMMUNICATION SAVVY AWARD CATEGORIES: One Savvy Award may be awarded in each category and each class.

1. **Digital Media-Web / Social Media / Digital Media-Videos:** Web sites, social media, blogs, new/emerging platforms or mobile device app development, television, public service announcements or informational videos

Required Submittals:

- Link/s (URL) to where the entry can be viewed on line
- 3-5 screen shots representative of applicable social media, blogs or websites, or images of the video (jpg image)
- Please describe how your overall digital marketing message or approach as it relates to your department's mission.
- How the social media and/or video entry reflects creative vision, artistic aptitude, innovative delivery, and/or how it was aesthetically appealing to target audience.
- Extent the entry resulted in a noticeable positive change, increased participation or attendance or significantly advanced awareness of park and recreation services in the community. If available please include reference to analytical tracking tools or reports if available.

2. **Department use of Print Publications or Materials:** Entry can include a combination of agency guides, program or facility brochures that promote general programs, specialty programs or special events whether for a single program or event or for a series of related events such as a concert series, facility guides, annual reports, etc.

Required Submittals:

- Samples of print material (can also be emailed via PDF's attachments) if not mailed in a packet.
 - Please describe how your overall digital marketing message or approach in your print materials as it relates to your department's mission.
 - How the print materials reflects creative vision, artistic aptitude, innovative delivery, and/or how it was aesthetically appealing to target audience.
 - Extent the entry resulted in a noticeable positive change, increased participation or attendance or significantly advanced awareness of park and recreation services in the community.
3. **Marketing Campaign:** Entry utilized a variety of promotional items (ads/print materials/promotional items, or social media) targeted to promote a specific agency event, program or facility. An itemized list explaining how each item was used in the campaign is required. Individual items used in the campaign may not be entered as single items in other categories.

Required Submittals:

- Itemized list of promotional items and a 2-3 sentence description of how item was used (PDF)
- 1 digital photo or screen shot of each item (jpg image)
- Sample of print materials (if used) (PDF) - 3 maximum
- Describe the marketing and/or communications challenge or goals the entry addressed. Extent the entry communicated consistent and effective message(s) that supported the goal(s) of the marketing/communications effort.
- Describe the role of staff or community focus groups, if any, during the development phase as it relates to the marketing campaign and the production of marketing digital or print materials. We understand that in this case some of the submitted material may have been produced by non-paid staff or volunteers on a committee.

SELECTION:

The New Hampshire Recreation and Park Association Awards Committee will evaluate and make decisions on nominations. Only information that is submitted in the application will be considered. Selection will be based on a complete and professional application; the merits of the information presented and whether the candidate or program is the most deserving nominee.

AWARD:

The Awards Committee will present a plaque at the annual NHRPA Awards Banquet to the Agency or Applicant who best exemplified the criteria of the award.

DEADLINE:

Applications must be submitted to Krystal Alpers, 12 Rowell Drive, Franklin, NH 03235 or by e-mail to kalpers@franklinnh.org by June 1st.

NHRPA AWARDS STRATEGIES

What makes a submission a winner? Here are tips from our judges to ensure a well written entry to the NHRPA Awards Program:

Don't wait until the last minute to prepare your awards submission!

- Review the award program descriptions carefully, noting the evaluation criteria that will be used to judge your entry. Also note each category requires different submittal information!
- Start identifying the people, reports, photos, or documents you will need to complete your entry.
- Ask another staff member to proof the narrative and submittals for misspellings and typos.
- Be sure each submittal is labeled as directed and is in the right format (PDF, jpg, etc).

Keep it simple and follow all directions

The award categories, entry criteria, and submittal requirements are slightly different for each award, so it is important to read each award category carefully. Following directions will eliminate the chance your entry will be disqualified. Don't let this happen to your entry!

Focus on the evaluation criteria

The judges will rely solely on your narrative to tell your story. Have the evaluation criteria by your side as you write your narrative. Provide the information requested in a direct, simple style. ***Resist the temptation to overwrite!***

Review, review and review again

Have someone who has NO knowledge of the entry review your narrative and submittals before submitting them online. Be sure to give them the evaluation criteria to follow! They should review your narrative for clarity, grammar, and spelling. ***Do not underestimate the value of a well written narrative - this is our only way to judge your nomination!***

A technical tip: Develop your narrative in a Word document rather than directly in the online application. This will give you more space to move, edit, or add text. You may enter and leave your online entry until you hit the submit button. Sorry, once you submit an award application online, no more changes may be made.

Keep a copy of your entry narrative and submittals

REPEAT - Keep a copy of your entry narrative and submittals!

Keep one copy of your award entry narrative and submittals for your records as NO materials will be returned to you. This is especially important if you want to re-submit the same application or follow the same format for a new entry.

Choose your agency contact well

Your agency contact will receive detailed information regarding the awards presentations and the awards banquet. They will be required to meet specific deadlines regarding your entry. Select the most detailed person in your agency or organization to be the 'gatekeeper' of all information regarding your awards applications.

Good Luck!