



2009 CASE Kentucky AWARDS Deadline: EXTENDED TO 11/12/09

Division: _____
Category: _____
Institution: _____
Title of Entry: _____
Name of Person Submitting Entry: _____
Title of Person Submitting Entry: _____
Address: _____
City, State, Zip: _____
Telephone: _____
Fax: _____
E-mail Address: _____
Department to be recognized: _____
Names and Titles of Individuals to be recognized: _____

Award winners will receive a letter of recognition addressed to the president/CEO of the institution for them to forward

President/CEO of Institution: _____

Address: _____

City, State, Zip: _____

Award certificates list "level of award, entry title, institution, date" and signature of CASE-KY President.
Winners may order additional certificates for \$15 each.

Payment information: A separate entry form must be completed for each entry. Entries must be clearly marked "**CASE-KY Awards**", submitted with \$25 fee.

Lisa Baunach, Chair
CASE-KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208

You may pay by credit card on-line or fill in this form:

Name (as it appears on card)

Credit Card Number

Expiration Date

MC, Visa, or AmEx (circle one)

Total: _____

Eligibility Criteria

All entry materials or programs must have been produced or executed between November 1, 2008 and October 31, 2009.

All entries must be accompanied by a downloaded entry form. Each must be received by the appropriate **CASE KY Judge** by November 12, 2009.

All entries must adhere to guidelines listed under "Preparing and Submitting Your Entry" and as specified for the division and category entered.

All entry fees must be paid no later than **November 12, 2009**. These can be paid on-line using a credit card. They also can be mailed along with a downloaded and completed payment form, and submitted to Lisa Baunach, Awards Program Chair, to be received by **November 12, 2009**. If Accounts Payable at your institution might delay the payment, please notify Lisa Baunach at lisa.baunach@louisville.edu. DO NOT send the payment form to the CASE KY Judge. This will delay posting of your fee payment. Please mail or fax payment to Lisa Baunach by **November 12, 2009**. Fax Number 502.852.7892.

Preparing and Submitting Your Entry

Refer to each division and category for required documentation to accompany your entry. You must submit two entries. One to Lisa Baunach for display at the conference and one to the appropriate CASE KY Judge. We will display only those that are winners.

Almost all entries should be submitted in a standard binder (obviously a website can't be placed in a binder). A binder may be made of plastic, paper or similar material and may hold its contents by clip, three rings, or other similar binding. This will serve to keep your entry together as one unit throughout the judging, display, and archival processes.

Printed materials and photographs too large for standard binders can be packaged or mounted to prevent damage. These cannot be presented, however, in any way other than as received or viewed by the targeted audience. In other words, no show packaging or presentation is permitted. The entry must stand on its own merits.

All entries must be submitted, with a downloaded entry form. Note that the address of each CASE KY Judge includes an actual address for entries are sent via UPS or Express Mail. Please review these carefully to ensure that your entry is sent to the appropriate address.

PAYMENT INFORMATION

Unless paying on-line please send entry fees and payment form to:

Lisa Baunach, Chair
CASE-KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208

Questions:
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

Judging & Notification of the Winners

Qualified professionals from education and the private sector will judge all categories. Each CASE KY Judge will act as a host for the judges and as entry coordinator for that category or division.

In each category judges will have the option of awarding one Grand Award and up to two Awards of Excellence and three Special Merit Awards. Winners will be notified by letter from Lisa Baunach before the conference, although the Grand Award Winner will be identified at the Awards Banquet at the CASE-KY conference in December.

Award certificates suitable for framing will be available for winners at the 2009 CASE-KY Conference. The names of the winners will also be published in an official Awards Listing and distributed at the conference.

If you have suggestions for refinements or new categories to be considered for future awards programs, or if you would like serve as a volunteer for the Awards program at the conference please let Lisa Baunach know.

Deadline

Remember, the deadline for entry and payment is **November 12, 2009**. Failure to meet either the entry or the payment deadline could result in disqualification

Return of Entries

Entry materials will not be returned after judging. Winning entries will be available for pickup at the CASE-KY Conference in December.

CATEGORIES

I. TOTAL PROGRAMS

Total Programs categories seek to recognize excellence in the development and management of institutional advancement programs. They place emphasis on planning, execution, and evaluation of results.

Overall Communications Programs

1. Institutional Relations Programs
2. Media Relations Programs
3. Public Affairs Programs
4. Internal Communications Programs
5. Publications Programs
6. Graphic Identity Programs

Advancement Services, Alumni Relations and Fund-Raising Programs

7. Total Educational Fundraising Programs
8. Overall Alumni Relations Programs
9. Overall Advancement Services Operations

II. SPECIFIC PROJECTS

This division recognizes excellence in projects designed to support a specific program, event, or institutional priority.

Communications Projects

10. Institutional Relations Project
11. Communications Crisis Management Plan
12. Media Relations Project

Advancement Services, Alumni and Fund-Raising Projects

13. Advancement Services Project
14. Educational Fundraising Project
15. Special Events
16. Constituency Organization Programs

CATEGORIES

III. PRINTED PUBLICATIONS

Awards will recognize excellence and originality in the publishing of institutional material for a variety of purposes.

17. Student Recruitment
18. Direct Mail
19. Paid Advertisements
20. Paid Advertisement Series
21. Institutional Publications
22. Annual Reports I
23. Annual Reports II
24. Annual Reports III
25. Fundraising
26. Low Budget Publications

IV. TABLOIDS & NEWSLETTERS

Awards will recognize excellence and originality in the publishing of newsletters and tabloids.

27. External Tabloids and Newsletters
28. Internal Tabloids and Newsletters
29. Tabloid and Newsletter Publishing Improvement

V. MAGAZINES

Awards will recognize all-around excellence in magazines sent to external audiences.

30. Alumni Magazines I
31. Alumni Magazines II
32. Alumni Magazines III
33. Other Magazines
34. Magazine Publishing Improvement

VI. NEWS & FEATURE WRITING

This division recognizes excellence in staff-written material for use in the news and public information programs, or appearing in magazines, tabloids, and newsletters.

35. Excellence in Feature Writing
36. General News or Feature Story/Series
37. Speech Writing

CATEGORIES

VII. VISUAL DESIGN

This division recognizes imaginative, original approaches and professional execution.

- 38. Illustrations
- 39. Improvement in Design
- 40. Design for Print

VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES

This division recognizes imaginative, original approaches and professional execution.

- 41. Photography
- 42. Photo Essay and Series

IX. AUDIOVISUAL COMMUNICATIONS

Division recognizes technical quality and appropriate and creative use of the medium as it relates to stated objectives.

- 43. Television
- 44. Films and Videotapes
- 45. Slide and Multimedia Programs
- 46. Radio Programs, Podcasts, and Announcements

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION

This division recognizes overall excellence of design and implementation in web pages and other electronic communications.

- 47. World Wide Web Home Page Design and Implementation
- 48. Overall Website Design and Implementation
- 49. Electronic Newsletters, Blogs, and Tabloids
- 50. CD-ROM, DVD, Flash Publications and Other Electronic Communications

REQUIREMENTS

I. TOTAL PROGRAMS – Categories 1-9

Total Programs categories seek to recognize excellence in the development and management of institutional advancement programs. They place emphasis on planning, execution, and evaluation of results.

Requirements for all program entries (Categories 1-9):

For each category, the entry must be submitted in a three-ring or clip binder and include a downloaded entry form; a typed summary of up to four pages describing the program, including objectives, implementation, budget, staff resources, and results. In addition to summary materials, please include appropriate supplementary materials (brochures, press kits, clippings, case statements, audiovisuals, etc). Supplementary materials should be included in the binder whenever appropriate.

Overall Communications Programs

1. Institutional Relations Programs
2. Media Relations Programs
3. Public Affairs Programs
4. Internal Communications Programs
5. Publications Programs
6. Graphic Identity Programs

Advancement Services, Alumni Relations and Fund-Raising Programs

7. Total Educational Fundraising Programs
8. Overall Alumni Relations Programs
9. Overall Advancement Services Operations

This category's entry should include information about a comprehensive Advancement Services Operation. This will include, but not be limited to, prospect research, donor relations/customer services, training for advancement staff, information management and technology, and other programs.

I. TOTAL PROGRAMS – Categories 1-9

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 1-9 to arrive on or before **November 12, 2009 to:**

Karen Stevenson
Vice President for Advancement
Avow Hospice
1095 Whippoorwill Lane
Naples, FL 34105
239.261.4404 Office
kstevenson@avowhospice.org

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

II. SPECIFIC PROJECTS – Categories 10-16

This division recognizes excellence in projects designed to support a specific program, event, or institutional priority. Each entry must be submitted in a three-ring or clip binder and include a statement of not more than two double-spaced typewritten pages describing the objectives, implementation strategy, budget, staff resources, and results.

For Categories 10 and 11, supporting materials may include collateral materials, program plans, pitch letters, news releases, tip sheets, media usage reports, news clippings, survey documentation, etc. Supporting materials are to be included in the binder when appropriate. Do not include video or audiotapes, but describe them in your results.

Communications Projects

10. Institutional Relations Projects

Single or on-going project designed to introduce or support a specific program, event, or institutional priority.

11. Communications Crisis Management Plans

This category is designed for institutions to share best practices and to showcase a variety of plans from many institutions to benefit all CASE III institutions. Entries should be plans that are currently in place and have been updated or created in the last 12 months, ending October 31, 2009. This category is not designed to judge a specific event or crisis. Rather it is designed to recognize good plans that have used experiences of other institutions, non-educational resources, and other information to create a new crisis management plan or improve an existing one. It may be appropriate to give some examples of how a crisis management plan has been implemented; however, a plan that has never been implemented or put into use in response to a significant event is just as likely to receive an award as one that has been put to the test.

12. Media Relations Projects

Single or ongoing project designed to initiate, maintain or enhance media coverage of a specific program, event, or institutional effort.

Advancement Services, Alumni, and Fundraising Projects

13. Advancement Services Projects

Entries should include information about a specific program or project that helps create a more productive advancement services effort and overall advancement program. Advancement services will include, but is not be limited to, prospect research, donor relations/customer services, training for advancement staff, information management and technology, and other programs.

14. Educational Fundraising Projects

Single or ongoing project designed to introduce or support a specific fund-raising program, event, or institutional priority. Examples include, but are not limited to, reunion giving, faculty/staff giving, membership campaigns and phonathon efforts.

REQUIREMENTS

II. SPECIFIC PROJECTS-Categories 10-16

15. Special Events

Single or ongoing event designed to introduce or support a specific alumni program, event, or institutional priority. Examples include, but are not limited to, homecoming, reunion and special events.

In addition to the two double-spaced typewritten pages described above, please include any supporting materials such as printed materials, survey documentation and other items prepared specifically for the program. Supporting materials are to be included in the binder when appropriate. Do not include video or audiotapes, but describe them in your narrative.

16. Constituency Organization Programs

Includes, but not limited to, clubs programs, chapter programs, and reunions of special interest groups. Entries will be judged based on the impact on the institution and the alumni. In addition to the two double-spaced typewritten pages described above, please include any supporting materials including sample by-laws relating to the program, survey documentation and other items prepared specifically for the program. Supporting materials are to be included in the binder when appropriate.

II. SPECIFIC PROJECTS – Categories 10-16

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 10-16 to arrive on or before November 12, 2009 to:

Hyemi Sevening
Director of Development-Engineering
Iowa State University
104 Marston Hall
Ames, IA 50011
515.294.6055 Office
sevening@iastate.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

III. PRINTED PUBLICATIONS – Categories 17-26

Awards will recognize excellence and originality in the publishing of institutional material for a variety of purposes. In addition to the downloaded entry form, please submit each entry in a three-ring or clip binder and include a statement of not more than two double-spaced, typewritten pages describing the objectives, creative concept, budget, unit cost, personnel resources, and results. Judges will evaluate the technical quality of the publication, writing, effectiveness, and design.

17. Student Recruitment

Includes view books, undergraduate and graduate materials, and continuing education materials. A series counts as one entry. (CDs should be entered in Category 46.)

18. Direct Mail

Includes invitations, brochures and flyers

19. Paid Advertisements

Must be a single ad. See Audiovisual Communications for audio and video advertisements.

20. Paid Advertisement Series

Specifically ads that are in series. A series counts as one entry. See Audiovisual Communications for audio and video advertisements.

21. Institutional Publications

Includes calendars, maps, visitor's guides, posters and other materials not specifically produced for student recruitment or fundraising purposes.

22. Annual Reports I

For institutions with a fall 2008 enrollment under 5,000. Separate Colleges within a University should use enrollment from within their specific college.

23. Annual Reports II

For institutions with a fall 2008 enrollment of 5,000 but less than 10,000. Separate Colleges within a University should use enrollment from within their specific college.

24. Annual Report III

For institutions with a fall 2008 enrollment of 10,000 or greater. Separate Colleges within a University should use enrollment from within their specific college.

25. Fund-Raising

Fund-raising publications, case statements, booklets and brochures. Includes individual pieces or a series aimed at specified development objectives. A series counts as one entry.

26. Low Budget Publications

Got an effective publication you've pulled off with very little money? Includes publications designed and written in-house. Entries will be judged on the effective presentation of information, design creativity, production creativity, effective and creative use of available resources, and overall effectiveness. Four-color publications will not be considered. Written explanation should include why the entry should be considered a low-budget publication.

III. PRINTED PUBLICATIONS – Categories 17-26

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 17-26 to arrive on or before November 12, 2009 to:

Karen Latora
Director, Advancement Services
University of California at Davis
1460 Drew Avenue Suite 100
Davis, CA 94618
530.754.1153 Office
kjlatora@ucdavis.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

IV. TABLOIDS & NEWSLETTERS-Categories 27-29

Judges will consider publishing objectives and how well entrant succeeded in meeting them, and will evaluate the quality and originality of content, editing, writing, design, photography, and printing. When appropriate, entries should be submitted in a three-ring binder along with a downloaded entry form, three consecutive issues of the publication, and a statement of no more than two double-spaced typewritten pages describing objectives, budget, unit cost, staff resources, and results. For entries too large to fit in a standard binder, please submit three consecutive issues in conjunction with all supporting materials in the binder.

- 27. External Tabloids and Newsletters**
Includes all sizes of publications for an external audience, including alumni tabloids.
- 28. Internal Tabloids and Newsletters**
Includes all size publications for an internal audience.
- 29. Tabloid and Newsletter Publishing Improvement**
Focuses on overall improvement of tabloid or newsletter (i.e., writing, design, photography, and/or art). Indicate whether mission/purpose of publication changed and how improvements in other areas reflected that change. Submit up to three issues from both previous year and current year, depending on publication cycle (i.e., two issues of quarterly or bimonthly, three issues of monthly or weekly). Tabloids may be targeted at internal or external audience.

IV. TABLOIDS & NEWSLETTERS – Categories 27-29

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 27-29 to arrive on or before **November 12, 2009 to:**

Jeffrey Lamie
Chief Development Officer
Virginia Tech
Carilion School of Medicine
101 Elm Avenue, 4th Floor
Roanoke, VA 24013
540.224.4350 Office
jlamie01@vt.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

V. MAGAZINES-REQUIREMENTS-Categories 30-34

This section recognizes all-around excellence in magazines sent to external audiences. Judges will consider content, writing, editing, design, photography, and printing and will review the budget and use of resources. In addition to a downloaded entry form, each entry must be accompanied by a statement of no more than two double-spaced typewritten pages, outlining the budget, objectives, unit cost, personnel resources, and results. Submit up to three issues. Whenever appropriate, entries should be submitted in a three-ring binder.

- 30. Alumni Magazines I**
Audiences should be predominantly alumni. For institutions with a Fall 2005 enrollment under 5,000. Separate Colleges within a University should use the University's Fall 2005 enrollment figure.
- 31. Alumni Magazines II**
Audiences should be predominantly alumni. For institutions with a Fall 2005 enrollment of 5,000 or greater. Separate Colleges within a University should use the University's Fall 2005 enrollment figure.
- 32. Alumni Magazines III**
Audiences should be predominantly alumni. For institutions with a fall 2008 enrollment of 10,000 or greater. Separate Colleges within a University should use enrollment from within their specific college.
- 33. Other Magazines**
Audience is predominantly non-alumni, i.e., research, special audience, or special purpose.
- 34. Magazine Publishing Improvement**
Submit up to three issues each from 2005 and 2006 (if quarterly). If published less than four times per year, submit representative sample of issues designed to show improvement. Include objectives for improvement in statement.

V. MAGAZINES - Categories 30-34

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 30-34 to arrive on or before November 12, 2009 to:

Jeffrey Lamie
Chief Development Officer
Virginia Tech
Carilion School of Medicine
101 Elm Avenue, 4th Floor
Roanoke, VA 24013
540.224.4350 Office
jlamie01@vt.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

VI. NEWS & FEATURE WRITING-Categories 35-37

This division recognizes excellence in staff-written material for use in the news and public information programs, or appearing in magazines, tabloids, and newsletters. Judges will evaluate writing quality and style as it relates to content. In the case of stories intended for use by external media, judges will also consider results.

Each article, news release, or series constitutes one entry. Enclose a downloaded entry form for each of the categories. For Category 32, also submit a summary of no more than two double-spaced, typewritten pages describing audience, objectives, and results, if measured. Clippings or media usage reports should be included to support results.

35. Excellence in Feature Writing

Submit staff-written articles that appeared in magazines, tabloids, and newsletters.

36. General News or Feature Story/Series

Submit staff-written materials designed for use by external media.

37. Speech Writing

This category recognizes excellence in staff-written speeches for presentation to a variety of audiences. Judges will evaluate writing quality and style as it relates to content. Each speech will constitute one entry. Enclose a downloaded entry form for each entry with a copy of the speech. Also submit a summary of no more than two double-spaced typewritten pages describing the occasion for which the speech was prepared, information about the speaker, the audience, objectives, and results. Clippings, etc. from media coverage of the speech may also be included to provide additional information about the impact of the speech.

VI. NEWS & FEATURE WRITING - Categories 35-37

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 35-37 to arrive on or before **November 12, 2009 to:**

Karen Stevenson
Vice President for Advancement
Avow Hospice
1095 Whippoorwill Lane
Naples, FL 34105
239.261.4404 Office
kstevenson@avowhospice.org

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

VII. VISUAL DESIGN-Categories 38-40

Awards recognize imaginative, original approaches and professional execution. Submit a downloaded entry form with each entry. All entries 8.5-by-11 or smaller should be submitted in a three-ring or clip binder.

38. Illustrations

Single entries only. Submit 35mm slides or prints (not larger than 8-by-10 inches), but not original art, and include tear sheets showing use.

39. Improvement in Design

Submit samples from both previous year and current year: one issue (for each year) of brochure, calendar or other annual publication; two issues (each) of quarterly/bimonthly publication; three issues (each) of monthly/weekly publication.

40. Design for Print

Individual publication design, including posters, brochures, logotypes, and other materials produced for special purposes. Annual Reports should be submitted in the appropriate Annual Reports Category.

VII. VISUAL DESIGN – Categories 38-40

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 38-40 to arrive on or before November 12, 2009 to:

Larinda Mueller
Para Educator
406 South 11th Street
Estherville, IA 51334
712.362.5747 Office
drlb@mchsi.com

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES-Categories 41-42

Awards recognize imaginative, original approaches and professional execution. Submit a downloaded entry form with each entry. Photographs should be submitted as mounted prints; include tear sheets or information regarding use.

41. Photography

Color and/or black and white photographs printed in publications or periodicals should be submitted as individual entries with a downloaded entry form. Includes hard news, sports, research, student, faculty and classroom photos.

42. Photo Essay and Series

Entries in this category should consist of a single photo story or a series of photographs produced for a special project or event.

VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES – Categories 41-42

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 41-42 to arrive on or before November 12, 2009 to:

Hyemi Sevening
Director of Development-Engineering
Iowa State University
104 Marston Hall
Ames, IA 50011
515.294.6055 Office
sevening@iastate.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

IX. AUDIOVISUAL COMMUNICATIONS-Categories 43-46

Judges will look for technical quality and appropriate and creative use of the medium as it relates to stated objectives. Each entry must include a downloaded entry form. Also submit a statement not more than two double-spaced typewritten pages describing objectives, audience, budget, staff resources, and results.

- 43. Television**
Advertisements and PSAs - individual or series - each 60 seconds or less. Submit on VHS tape or DVD.
- 44. Films and Videotapes**
Documentaries, special event projects, recruitment, orientation, and training programs. More than 60 seconds, any audience, any purpose. Submit on VHS tape or DVD.
- 45. Slide and Multimedia Programs**
Single- or multiple-projector slide, mixed media, or CD presentations for any institutional purpose. Submit on VHS tape or CD.
- 46. Radio Programs and Announcements**
Paid, PSA, or series, any length. Submit on audiocassette or CD.

IX. AUDIOVISUAL COMMUNICATIONS – Categories 43-46

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 43-46 to arrive on or before November 12, 2009 to:

Karen Latora
Director, Advancement Services
University of California at Davis
1460 Drew Avenue Suite 100
Davis, CA 94618
530.754.1153 Office
kjlatora@ucdavis.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

REQUIREMENTS

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION-Categories 47-50

This division recognizes overall excellence of design and implementation in web pages and other electronic communications. Payments to enter this category still must be mailed in by check or paid online; however, actual entry will be handled strictly by e-mail (see address below), *except in the case of category 50*.

Please send the entry form and a statement of not more than 800 words. This should describe the objectives, implementation strategy, and any plans for the future; and a budget statement identifying use of resources, including a complete budget outline and staffing (where materials and time were donated, quote approximate costs for these services). **For category 47 & 48**, include the URL of your web site with your statement. **For category 49**, send up to three issues in the series. **For category 50**, send the piece(s) comprising the electronic communications. Please include site-traffic statistics if applicable.

47. World Wide Web Home Page Design and Implementation

The initial page only of a site will be judged for graphic design, features, utility, and how well the page fulfills stated objectives.

48. Overall Web Site Design and Implementation

How the entire web site represents your institution and fulfills its stated goals for design and functionality.

49. Electronic Newsletters and Tabloids

This category is restricted to publications designed solely for electronic distribution. Please include information on target audience, number of people receiving the publication, and evaluation of its effectiveness. Publications designed for print, and distributed electronically should be entered in categories 24, 25, or 26.

50. CD-ROM Publications and Other Electronic Communications

This category is restricted to publications designed for distribution by CD-Rom or through other electronic means not previously indicated. Please include a copy of the CD-Rom publication/electronic communication and a written summary of no more than two pages providing information on the target audience, number of people receiving the publication, objectives, rationale for using a CD-Rom/electronic communication for delivery of information, and an evaluation of the publication's effectiveness. Publications designed primarily for distribution by print (but which also include a CD-Rom component) should be entered in the appropriate print category.

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION – Categories 47-50

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 47-50 to arrive on or before November 12, 2009 to:

Larinda Mueller
Para Educator
406 South 11th Street
Estherville, IA 51334
712.362.5747 Office
drlb@mchsi.com

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

I. TOTAL PROGRAMS – Categories 1-9

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 1-9 to arrive on or before November 12, 2009 to:

Karen Stevenson
Vice President for Advancement
Avow Hospice
1095 Whippoorwill Lane
Naples, FL 34105
239.261.4404 Office
kstevenson@avowhospice.org

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

II. SPECIFIC PROJECTS – Categories 10-16

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 10-16 to arrive on or before November 12, 2009 to:

Hyemi Sevening
Director of Development-Engineering
Iowa State University
104 Marston Hall
Ames, IA 50011
515.294.6055 Office
sevening@iastate.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

III. PRINTED PUBLICATIONS – Categories 17-26

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 17-26 to arrive on or before November 12, 2009 to:

Karen Latora
Director, Advancement Services
University of California at Davis
1460 Drew Avenue Suite 100
Davis, CA 94618
530.754.1153 Office
kjlatora@ucdavis.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

IV. TABLOIDS & NEWSLETTERS – Categories 27-29

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 27-29 to arrive on or before November 12, 2009 to:

Jeffrey Lamie
Chief Development Officer
Virginia Tech
Carilion School of Medicine
101 Elm Avenue, 4th Floor
Roanoke, VA 24013
540.224.4350 Office
jlamie01@vt.edu

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

V. MAGAZINES - Categories 30-34

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 30-34 to arrive on or before November 12, 2009 to:

Jeffrey Lamie
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Carilion School of Medicine
101 Elm Avenue, 4th Floor
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University of Louisville
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Louisville, KY 40208
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502.724.8304 Cell
lisa.baunach@louisville.edu

VI. NEWS & FEATURE WRITING - Categories 35-37

You must submit two entries: one for display at the conference and one for judging.
Mail all entries in Categories 35-37 to arrive on or before November 12, 2009 to:

Karen Stevenson
Vice President for Advancement
Avow Hospice
1095 Whippoorwill Lane
Naples, FL 34105
239.261.4404 Office
kstevenson@avowhospice.org

Lisa Baunach, Chair
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Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

VII. VISUAL DESIGN – Categories 38-40

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 38-40 to arrive on or before November 12, 2009 to:

Larinda Mueller
Para Educator
406 South 11th Street
Estherville, IA 51334
712.362.5747 Office
drlb@mchsi.com

Lisa Baunach, Chair
Case KY Awards
Advancement Services
University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell

VIII. PHOTOGRAPHY & PHOTO ESSAY SERIES – Categories 41-42

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 42-42 to arrive on or before November 12, 2009 to:

Hyemi Sevening
Director of Development-Engineering
Iowa State University
104 Marston Hall
Ames, IA 50011
515.294.6055 Office
sevening@iastate.edu

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University of Louisville
215 Central Avenue, Suite 300
Louisville, KY 40208
502.852.5159 Office
502.724.8304 Cell
lisa.baunach@louisville.edu

IX. AUDIVISUAL COMMUNIATIONS – Categories 43-46

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 43-46 to arrive on or before November 12, 2009 to:

Karen Latora
Director, Advancement Services
University of California at Davis
1460 Drew Avenue Suite 100
Davis, CA 94618
530.754.1153 Office
kjlatora@ucdavis.edu

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502.852.5159 Office
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lisa.baunach@louisville.edu

X. WORLD WIDE WEB AND ELECTRONIC COMMUNICATION – Categories 47-50

You must submit two entries: one for display at the conference and one for judging.

Mail all entries in Categories 47-50 to arrive on or before November 12, 2009 to:

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