

NOTE: Your award submissions and entry fees will go to different addresses, thus allowing institutions to write one check to cover entries in all categories, if desired.

Eligibility:

Materials produced or projects completed between April 2005 and March 2006.

Your submission:*

1. Copy and fill out the entry form.
2. On an attached document, in three pages or less, describe what you hoped to achieve when you began the project (goals); how you developed and executed it; what the project budget was; and (where possible) how you measured its effectiveness in relation to your goals.
3. Submit three copies of the material that illustrates your entry (publications, brochures, collateral, videos/DVDs, etc.) to the appropriate category chair.
4. Send entry fee to the address listed below.

Entry fee:

1. Cost per entry: \$30
2. Checks made out to: **JAA Recognition Awards**
3. Send to:

Barbara Kiernan, *JAA treasurer and Director of University Publications*
Fairfield University
1073 North Benson Road
Fairfield, CT 06824-5195



The judging:

CRITERIA:

Judges will be attentive to the goals you had in mind when beginning the project, the audience you were trying to influence, and the decisions you had to make when implementing the project (such as: in-house vs. external, budget constraints, size; location, etc). They will obviously look for quality and success: quality as measured by appearance and substance; success as measured by your description and any data that shows the project's effectiveness.

THE JUDGES:

Category chairs select three judges with expertise in the field who work outside their institution's advancement office. The chairs then tally the results submitted by the judges to determine the first-place and runner-up winners.

THE AWARDS:

First-place winners will be announced and their entries displayed at the national conference at John Carroll University, June 11-13, 2006.

Note that if the number of submissions in a given category is low, a runner-up is not necessarily named.

***NOTE: Entries cannot be returned unless you make arrangements with the category chair in advance.**

c/o Fairfield University
1073 North Benson Road
Fairfield, CT 06824-5195

Jesuit Advancement
Administrators



Building a Culture of Philanthropy

phi·lan·thro·py

n. pl. phi·lan·thro·pies

1. The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.
2. Love of humankind in general.

2006 Recognition Awards Program

Deadline for entries:
March 27, 2006

2006 Recognition Awards Program



JAA (Jesuit Advancement Administrators) presents recognition awards each year to honor special achievement or dramatic improvement in several areas of institutional advancement. JAA membership includes the 28 Jesuit colleges and universities in the United States, and encourages each school to submit nominations in all applicable categories.

This year's competition includes six categories, each offering awards for achievement and/or most improved. The categories are:

- | | |
|------------------------|----------------|
| Alumni Relations | Multimedia |
| Communication Programs | Publications |
| Development | Special Events |

The JAA Executive Committee will select first-place and runner-up awards based on recommendations made by external judges and submitted to the recognition chair by the JAA member coordinators listed below. **These awards will be presented at the national JAA meeting being held this year at John Carroll University in Cleveland, Ohio June 11-13, 2006.** For information or questions about the JAA Recognition Awards Program, contact Recognition Chair Barbara Kiernan, director of university publications, Fairfield University, Fairfield, Conn., at (203) 254-4190 or bkiernan@mail.fairfield.edu.

> Alumni Relations Award

You may submit materials related to one-time or ongoing programs, activities, and events. Send three copies of your entry to:

Penny St. John
Executive Director, Alumni and Parent Relations
Regis University
3333 Regis Blvd., Mail Code 18
Denver, CO 80221-1099
(303) 458-3536; alumni@regis.edu

> Multimedia Awards

Awards in this category will be given in the following areas:

- Web sites
- DVD/videos
- E-Zine or other e-mail communications

Send three copies of your entry to:

Jim Muyo
Director of Publications and Web Coordinator
University of San Francisco
2130 Fulton St.
San Francisco, CA 94117-1080
(415) 422-2698; jmuyo@usfca.edu

> Communication Programs Award

Multifaceted communication projects appropriate to this category include the areas of public relations, media relations, community relations, and internal information. Send three copies of your entry to:

Liz Manigan
Director of Public Affairs
Fordham University
113 W. 60th St.
New York, NY 10023-6696
(212) 636-7442; manigan@fordham.edu

> Publications Awards

You may submit an individual piece, periodicals, or a series. Awards will be given in five areas:

- Admissions recruitment materials
- Alumni brochures and collateral
- Development brochures and collateral
- University magazines
- General marketing brochures and collateral

Send three copies of your entry to:

Kim Costanzo
Marketing Manager, Office of Marketing and Printing Services
Xavier University
3800 Victory Parkway
Cincinnati, OH 45207-7750
(513) 745-1934; costanzo@xavier.edu

> Development Award

This award recognizes fundraising programs including annual fund, capital campaigns, planned giving, corporate giving, stewardship, and cultivations. Send three copies of your entry to:

Karen Greene
Assistant Vice President for Operations and Special Projects
Creighton University
2500 California Plaza
Omaha, NE 68178-0002
(402) 280-2119; klg63121@creighton.edu

> Special Events Award

You may submit one-time activities or annual events (e.g. guest speakers, conferences, awards dinners, annual lectures). Judges will consider the effectiveness of your planning, your methods of communication, and any supportive data that illustrates the merit of your project in relation to its goals. Send three copies of your entry to:

Trish Haylon
Director of Special Events and Donor Relations
College of the Holy Cross
One College Street; Fenwick Hall 218
Worcester, MA 01610-2395
(508) 793-2369; phaylon@holycross.edu

Entry Form and Rules

All entries must be submitted by **March 27, 2006**. Awards will be presented at the National JAA Conference at John Carroll University, June 11-13, 2006.

Cost is \$30 per entry. Checks should be made payable to: JAA Recognition Awards. All entries must include **three copies each** of 1) this official entry form, 2) a written description of the project, and 3) samples of print materials as appropriate. If you have questions about the process, contact Recognition Chair Barbara Kiernan, director of university publications, Fairfield University, Fairfield, Conn., at (203) 254-4190 or via e-mail at bkiernan@mail.fairfield.edu.

Category _____
(Refer to category descriptions above)

Name of Entry _____

University or College _____

Contact Person/Title _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ E-mail Address _____

Person(s) to be credited for entry (names/titles) _____

If applicable, name of creative firm/consultant _____

Don't forget to attach the required narrative. See back of this panel.