

CHANGE THE WORLD
WITH A GIVING HEART

1998 to 2018



National Philanthropy Day[®]

2018 Nomination Package

Association of Fundraising Professionals
Edmonton and Area Chapter



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National Philanthropy Day 2018

Please mark your calendars for the 20th Anniversary of the National Philanthropy Day Awards & Reception, November 15th, 2018 at the Winspear Centre.

We are excited to announce that we will be evolving this event to an evening reception and theatre-style award ceremony, featuring a food station reception, live entertainment, and cash bar.

Date: November 15, 2018
Location: Winspear Centre
Time: 5:00 PM Doors Open
5:30 PM Reception
7:00 PM Program
8:30 PM Event Concludes

Key Dates

May 22 nd	Nominations open & tickets go on sale
June 29 th	Nomination deadline
August 15 th	Photo, quote and phonetic spelling deadline
August 31 st	Early bird ticket deadline
Oct 31 st	Last day to buy tickets
Nov 15 th	20th Anniversary National Philanthropy Day Awards Celebration

Contact Us

This package has been created to help guide you through the nomination process from start to finish. Should you require any additional assistance, please contact 2018 Chair Lori Finck at npd.yeg@gmail.com.

About National Philanthropy Day

National Philanthropy Day (NPD) is recognized worldwide as a celebration of philanthropy and those who give. In Edmonton, an annual non-competitive awards reception and celebration is held to acknowledge and honour the outstanding achievements of individuals, foundations, corporations, fundraising volunteers and nonprofit organizations who contribute their time, talents, financial support and other resources to our community and beyond.

Every year, National Philanthropy Day allows AFP Edmonton and local charities to showcase incredible stories about how so many Edmontonians make a difference through charitable giving.

Our society is better through giving, and in hearing how donors believe in the work charities do and the National Philanthropy Day celebration helps to inspire the next person to make a difference.

Why nominate

A nomination is a great way to recognize those people, groups, and businesses that make organizations successful. Not only does the reception present an excellent stewardship opportunity, it gives organizations a chance to **thank key supporters** for all they have done. **As this is a non-competitive celebration, all nominees receive a National Philanthropy Day Award at the Awards Celebration on November 15, 2018.**



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The Nomination Process

Before Submitting a Nomination

- Identify those individuals, groups, and businesses that have been instrumental to the success of your organization.
- Organizations can submit up to 5 nominations each.
We encourage you to consider creating nominations in different sectors.
- Contact each potential nominee to let them know about National Philanthropy Day and the nomination.
- Confirm who will be their contact person for any communication related to the event and request their consent to put their name forward.

How to Nominate

- Fill out a brief nomination form online for each of your nominations. A link to the nomination form can be found on the National Philanthropy Day page of AFP Edmonton's website (www.afpedmonton.ca).
- Inform your nominee(s) of the Awards celebration on November 15, 2018.
- You will be asked to outline, in 200 words or less, how their contributions have impacted your organization (i.e. why they are deserving of the award).
- You will need to select which Sector has been impacted the most as a result of the nominees' contribution (See Page 5-6 for Sector Descriptions).
- Please note that the National Philanthropy Day Organizing Committee will carefully review all nominations for spelling, grammar, and tone.
- Your nomination *may* be chosen to be highlighted as the annual "Outstanding Philanthropist of the Year" at the event and we will contact you if selected.
- **The deadline for nominations to June 29, 2018, so please mark your calendar.**



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Nomination Sectors

Nominations are based on the sectors that have been impacted, rather than the sector that the person, group or organization being nominated works within. For example, a hospital foundation can be recognized in the Education Sector for a program it put together to inform people about a new community initiative, while also being nominated in the Outreach Sector for a clinic it has opened to serve people in Northern Alberta.

Your nomination(s) recognizes people, companies, and groups who have impacted one of eight sectors:

- **Arts and Culture** - for those who have impacted the arts and culture community through acts of charity, and in giving their time, talent and resources.
- **Community Enrichment** - for those who have engaged in acts of charity, and in giving their time, talent and resources to ensure that the services that enrich our community continue to grow and flourish.
- **Education** - for those who have engaged in acts of charity, and in giving their time, talent and resources to improve the overall level of education and knowledge in our community.
- **Environment** - for those who have engaged in acts of charity, and in giving their time, talent and resources to better our environment.
- **Health** - for those who have engaged in acts of charity, and in giving their time, talent and resources to better their community and the health of others.
- **Outreach** - for those who have engaged in acts of charity, and in giving their time, talent and resources to improve the lives of those living in communities outside of Edmonton.
- **Social Services** - for those who have engaged in acts of charity, and in giving of their time, talent and resources to ensure that the immediate needs of vulnerable populations within our community are being met.
- **Youth** - for youth or youth groups under the age of 23, who have engaged in acts of charity, in giving of their time, talent and resources, to better our community and who, by example, encourage others in the community to create or join in philanthropic activities.

If, after reviewing your story, the National Philanthropy Day committee strongly feels that your nomination is a better fit in a different sector, they will contact you to discuss a possible sector change.

If you are unsure of which sector to place your nomination in, select the closest one or contact us at npd.yeg@gmail.com for clarification.



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Tips on Writing Your Story

- Brainstorm with your Development Team and **determine the impact** of your nominee's giving. Think about the lives it has changed and the lasting influence they have made.
- Keep your story **short and concise**. Your story will be edited down to fit the program, to between 100 and 150 words. With this in mind, we ask that you try to keep your story **under 200 words**.
- Keep in mind that the National Philanthropy Day Organizing Committee will be carefully reviewing all nominations and *may* choose to highlight your nominee as the annual "Outstanding Philanthropist of the Year" at the event and we will contact you if selected.

An example from 2013:

Isabelle and Elizabeth McCourt

Nominated by Canadian Cancer Society

Over the past six years, Isabelle and Elizabeth McCourt, ages 9 and 7, raised over \$22,000 through Relay For Life in support of the Canadian Cancer Society. Profoundly affected by cancer with the loss of their father eight years ago, they followed their mother's lead and put their grief to work for the positive. Through their efforts to help find a cure for the disease, they have brought meaning to their loss, and have inspired others to do the same. The money they raise funds the most promising cancer research, as well as community-based support programs for people living with cancer, education and information on cancer prevention and screening, and advocacy for healthy public policies. By embracing the cause, Isabelle and Elizabeth are creating a legacy for their father's memory - helping to create a world where no Canadian fears cancer.

It is mandatory that you receive approval from your nominee before submitting your nomination as not everyone is comfortable having their story shared. It is best to ask for permission rather than beg for forgiveness.



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Online Nomination Form

To submit a nomination, simply complete the online nomination form available on the National Philanthropy Day page of AFP Edmonton's website (<http://www.afpedmonton.ca/national-philanthropy-day/award-nominations/>).

The nomination form is broken into three main sections:

- 1) **Nomination Contact Information** – Please provide contact details for your award nominee as they will be contacted by the NPD committee.
- 2) **Impact Question** – This is where you will write your story. Tell us why you are nominating this individual or organization and what makes them outstanding.
- 3) **Nominator Information** – Please provide contact details for the main point of contact within your organization for your nomination(s).

After Submitting Your Nomination

- **You will receive an email confirming that we received your nomination(s).** If you have any concerns email npd.yeg@gmail.com.
- **Remind your nominee(s) of the celebration date: November 15, 2018, at 5 PM.**
- **Purchase tickets** – Determine who will be attending; how many tickets you will need for both your organization and your nominees. NOTE: tickets are NOT included with your nomination.
- **Send us photos and quotes by August 15** – as per the nomination form, please email 1-4 high-resolution photos for each of your nominees to npd.yeg@gmail.com. The preference is for photos that illustrate their community involvement. They will be included in sector videos and may be included in the event program. Please save in the following format: SectorName_NomineeName (ex: Health_AnitaFerri).
- **Send us the phonetic spelling of nominee names by August 15** – This will help us ensure correct pronunciation of their names at the event.
- **Send us any mobility restrictions by October 15** – Let us know of any mobility restrictions you, your nominees or any of their guests may have.

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Additional Tips for Success

- Develop a Stewardship Plan with your team and brainstorm unique ways to honour your award recipient during the event.
- Encourage your Executive Director, CEO or Board Members to attend the event. Stakeholders love the opportunity to meet the leadership of the organization they support.
- Consider bringing someone who can speak to the impact of your gift (perhaps you can invite a client, patient, student, or someone who has been impacted by philanthropy).

Ticket Sales & Pricing

- **Tickets are not included with your nomination.** Tickets can be purchased online at <http://www.afpedmonton.ca/TicketSales.aspx>.
- Tickets will be sent to the contact information provided for the nominee(s) prior to the event.
- Please note that nominees will be seated in the front of the house to allow easy access to the stage.

	Early Bird Price (ends August 31 st)	Regular Price (ends Oct 31 st)
Non-AFP member	\$90 per ticket	\$90 per ticket
AFP member (\$15 off)	\$75 per ticket	\$90 per ticket