



Association of Fundraising Professionals
Edmonton & Area Chapter

2023 Nomination Package



National Philanthropy Day®

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National Philanthropy Day 2023

Please mark your calendars for the 2023 National Philanthropy Day Celebration taking place on **Wednesday, November 15, 2023**, at the Edmonton Convention Centre.

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, the National Philanthropy Day luncheon allows local charities to share incredible stories about how so many Edmontonians and Northern Albertans make a difference through charitable giving. During the event, each nominee is presented with an award, and a featured story is chosen to represent the incredible diversity and depth of giving we gather to celebrate.

The event is run by a committed group of volunteer's through AFP Edmonton & Area. Although nominations are free, organizations must purchase tickets for themselves and their award nominees to attend the event. Tickets sold help cover event costs and fees.

Our society is better through giving and hearing the work that others in the community are doing. National Philanthropy Day is a celebration that helps to inspire the next person to make a difference.

We encourage you to nominate your donors and join us once again as we celebrate NPD!

Date: Wednesday, November 15, 2023
Location: Hall D, Edmonton Convention Centre
Time: 11:45 am Program

If you are new to NPD Nominations, we recommend you review last years printed program booklet and videos here: [2022 National Philanthropy Day Videos and Program](#)



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Key Dates

March 15th 2023	Nominations open
May 15th 2023	Ticket sales open
July 15th 2023	Early bird ticket deadline
August 15th 2023	Nomination deadline (form will close)
October 20th 2023	Last day to buy tickets
November 15th 2023	25th Annual 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 2023 Director, National Philanthropy Day, Felicia Hodgson at npd@afpedmonton.ca.

The Nomination Process

What better way to steward and cultivate your organization's champions, then by nominating them for a National Philanthropy Day award. There's never been a better time to reach out to the donors and volunteers whose giving hearts positively impact your organization's mission. Because every act of giving should be celebrated, every nomination is an automatic award winner.

Before Submitting a Nomination:

- Identify those individuals, groups, and businesses that have been instrumental to the success of your organization. Consider nominating an individual, group or business from a diverse community.
- Organizations can submit **up to 5 nominations each**.



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- Contact each potential nominee to notify them about National Philanthropy Day and the nomination.
- **Inform your nominee(s)** that you have chosen them to receive this award and share your nomination submission with them to ensure they know the information prior to the event. Ensure they understand they have “won” and will be awarded.
- **Request their consent** to put their name forward.
- **Provide your nominee(s)** with the event information - date, time, ticket info (they might want to purchase additional tickets for their family, friends, colleagues to attend). **Ensure they are available to attend** on Wednesday, November 15th 11am-2pm.
- For group nominations, confirm who will be their contact person for any communication related to the event.

How to Nominate:

To submit a nomination, simply complete the [online nomination form](#). Below is some of the information you will need:

- **Impact Question** – This is where you will write your ‘reason for nomination’ story. Tell us why you are nominating this individual or organization and what makes them outstanding. You will be asked to outline, in **130 words**, how their contributions have impacted your organization (i.e. why they are deserving of the award). This will be used in the printed program.
- **Nominee Quote** - Provide a small **60 word** quote from your nominee so we can highlight, in their words, why they do what they do.
- **Nominee Contact Information** – Please provide contact details for your award nominee as they might be contacted by the NPD committee.
- **Nominator Information** – Please provide contact details for the main point of contact within your organization for your nomination(s).
- **Photos** - **Submit 1 to 5 photos** that illustrate your nominee’s community involvement. They will be included in the event printed and digital program as well as highlighted during the video awards presentation.
- **Nomination Sector** - You will need to select which Sector has been impacted the most as a result of the nominees' contribution (See below for Sector Descriptions).
- **The deadline for nominations is August 15, 2023** so please mark your calendar. If you are missing any components of your nomination information, they can be emailed to nominations@afpedmonton.ca but must be submitted before the deadline.



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Please note that the National Philanthropy Day Organizing Committee will carefully review and edit all nominations for spelling, grammar, length 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 they are selected.

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 seven 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.
- **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.



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

Writing Your Impact Story (Reason for Nomination)

- **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 a maximum of **130 words**.
- Key questions to consider:
 - o How does your nominee support your program/organization?
 - o What kind of impact do they make for your organization?
 - o How does your nominees support impact our greater Edmonton/Northern Alberta communities?

Best Practices

- Stories should be written in the 3rd person – ex: “The Children’s Health Society would like to recognize” vs. “I/we would like to recognize”
- Check that organizations’ names are spelled correctly. It is ok to use acronyms/ abbreviations as long as the name is spelled out in full the first time it is written ex: General Children’s Hospital of Toronto → GCHT
- Remove any “nomination lingo” – since everyone is receiving an award, stories should indicate that they are “deserving of the award “as opposed to “being considered for an award”.
- Remove any slang
- Edit your nomination - check for grammar and spelling mistakes
- Use Canadian spelling – ex: labour vs. labor
- Capitalize names of events, runs and programs – ex: Southern Credit Union’s Walk for the Cure; Diabetes Walk

For examples of what others have written in the past, please use this link to review last year’s program and nominations. [2022 NPD Digital \(and Printed\) Program](#)



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It is mandatory that you receive approval from your nominee before submitting your nomination as not everyone is comfortable having their story shared.

After Submitting Your Nomination

- **You will receive an email confirming that we received your nomination(s).** If you have any concerns email nominations@afpedmonton.ca.
- **Remind your nominee(s) of the celebration date: **November 15, 2023 at 11:00am.****
- **Purchase tickets** – Determine who will be attending; how many tickets you will need for both your organization and your nominees.

What to expect at the event

Doors to the event will open at 11am, where we will serve light refreshments and you will have an opportunity to talk with your donor. At this time nominators can pick up the framed awards and present them to their nominees. A photo booth will be open so you can commemorate the day with a photo of your nominee, their friends, and family and your organization's leaders. At 11:45 we will request attendees to find their seats and begin serving lunch around noon in the dining hall. The event stage program will begin and each sector nominations will be highlighted through video storytelling. The program will end roughly around 2pm.

At the event, nominees will receive one complimentary framed certificate/award. If you require additional copies for a group, please contact npd@afpedmonton.ca for a small fee (\$15) we can provide additional framed copies.

Attendees are encouraged to dress in business casual attire. As they will be called to the stage to take photos during the award portion of the program. There will be some portions of entertainment to break up the program and allow wait staff to serve dessert.



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Allergy and dietary information will be collected during ticket sales. Please ensure you have collected that information from your guests before purchasing your event tickets.

Mobility considerations will be collected during ticket sales. Let us know of any mobility accommodations you, your nominees or any of their guests may have or need.

Ticket Sales & Pricing

- **Tickets are not included with your nomination.** Tickets can be purchased online starting **May 15th**. Please visit www.afpedmonton.ca for more information.
- Normally an organization will purchase tickets for their nominee. Please check in with your nominee on who they would like to invite (how many tickets you purchased for them)
- check if they have any allergies or dietary restrictions
- check if they have any mobility accommodations needed
- Tables of 10 are available for purchase

	Early Bird Price (ends July 14th)	Regular Price (ends Oct 20th)
Non-AFP member	\$125 per ticket \$1250 per table	\$125 per ticket \$1250 per table
AFP member (\$25 off)	\$100 per ticket \$1000 per table	\$125 per ticket \$1250 per table



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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).

FAQ

How will the nominee's photos be used? We will use a photo in the program and any additional photos in the video presentation during the awards ceremony.

I don't have all the information/photos for my nomination. Can I still submit? Yes we allow photos (any other missing information) to be added to a nomination after you submit. However, the nomination must be completed in full by the deadline as that date is related to our collateral and video publishers cut off date. See key dates.

Do I need to supply a video? In previous years we requested a video from nominators (in lieu of an in person event). We are no longer requesting video submissions with each nomination.

Can I join the planning committee? Anybody is welcome to join the NPD planning committee. Send us an email at npd@afpedmonton.ca

Do I have to tell my nominee? Can I make it a surprise? As fun as that might be, we do not recommend it. In order for your nominee to plan their day, and because we will be promoting their name in print and digital media, we require permission/consent.



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I didn't receive a confirmation email for my submission. What should I do? We have set up an automatic confirmation once you submit your nomination. If you have not received the copy of your nomination to the email provided, please contact nominations@afpedmonton.ca

Why is the deadline August 15th? Can I submit my nomination a bit later?

Unfortunately we must stick to the deadline to give our designers time to edit and assemble all the stories and information into our printed program. We also require time to provide all the information and details to our video designer who will assemble amazing videos to highlight your donors in the best way. Last minute entries can cause serious delays, and sometimes cause errors which are not acceptable for an event that is so important to stewarding our philanthropists.

How will I know if my nominee has won? At the Edmonton and area NPD, every nomination is a winner. This is a non-competitive awards event and we believe that every act of charity should be celebrated; therefore, each nomination will be awarded.

Is there a cost to nominate a donor? No, but in order to fully acknowledge your donor and steward them to the upmost, we sell tickets to the awards event.