.org IMPACT AWARDS

2021 ENTRY KIT

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ABOUT THE .ORG IMPACT AWARDS

Overview

For more than 30 years, the .ORG domain has been the foundation that powers the inspiration of millions online around the globe. From individuals to large corporations, small community groups to multinational NGOs, each .ORG aims to positively impact the communities it serves.

The .ORG Impact Awards (OIAs) recognize .ORGs that are connecting communities, making a difference in the world, and leveraging the Internet for transformative change. This annual program celebrates .ORG domain name users of all sizes for their contributions to their cause, their organization's goals, and society in general.

No Submission Fees

.ORG – a mission-driven organization itself – aims to empower and connect those who inspire the world, and as such, does not charge organizations to enter The .ORG Impact Awards. Rather, it awards winners with a monetary donation and an opportunity to showcase their .ORG's good work or individual efforts by their supporters.

Why Nominate?

The .ORG Impact Awards celebrates purpose-driven achievements of members of the .ORG Community. Their great work will be reviewed by an esteemed judging panel comprised of leaders in the Internet, nonprofit and marketing sectors. Benefits include:

- Cash donations to a charitable organization of your choice (subject to these rules[link to rules] ranging from $10,000 - $35,000 to the winners. (Note: in the event of a tie, the cash award will be split – see below and rules for details.)
- A custom trophy for the winners.
- A dedicated logo mark for use on their .ORG's website and materials will be provided for finalists and winners to promote their achievements.
- The opportunity to be featured in various .ORG digital platforms throughout the year, including articles, videos, social posts and more.
- Raise the profile of your nominated .ORG to increase the potential of partnership development, talent acquisition and audience reach.
- Providing additional validation to programs that can help build, strengthen, and fund them in the future.

Key Dates

May 24, 2021	Nominations Open
August 3, 2021	Nominations Close
September 14, 2021	Finalists Announced
November 9, 2021	Winners Announced and Celebration

Awards Celebration

Winners will be announced during the virtual celebratory event in November through various channels, including social platforms and on the promotional website.

CATEGORIES

The .ORG Impact Awards seek to celebrate significant achievements by members of the .ORG community. There are seven award categories subject to the nomination and judging process.

1. **Health and Healing in a Time of Pandemic:** Recognizes an organization or individual who helped alleviate the health and wellness impacts associated with the COVID-19 Pandemic, including vaccine development, equitable distribution and community outreach, mental health, and ensuring that other pressing health issues were not overlooked.

2. **Providing Quality Education for All:** Recognizes an organization or individual for contributions in providing education for all, without regard to race, gender, or financial status.

3. **Championing Diversity, Equity and Inclusion:** Recognizes an organization or individual for efforts toward furthering diversity, equity and inclusion in society through creation of policies, programs and initiatives that address systemic challenges and historic injustices.

4. **Overcoming Climate Change:** Recognizes individuals and organizations that work to overcome, reverse, and slow down the negative and debilitating effects of climate change on communities around the world.

5. **Rising Star:** Recognizes a person 25 years old or younger as of December 31, 2021, who has demonstrated initiative and leadership around a specific task, project, or campaign.

6. **Fighting Hunger and Poverty:** Recognizes a person or organization who has made significant contributions and innovations in the fight to end hunger and poverty on a local, national, or global scale.

7. **Building Better Communities:** Recognizes an organization or individual whose efforts have contributed to changing or enhancing the lives of those in the community the nominee serves, whether on a local, national, or global level.

.ORG Impact Awards .ORG of the Year – This award recognizes an organization using the .ORG domain, and honors outstanding achievement as evidenced by results and/or contributions to its sector, constituents, community, or society at large. The .ORG of the Year will be selected by PIR in its sole discretion from the .ORGs nominated in the other seven categories.

FINALISTS AND AWARDS CELEBRATION

The .ORG Impact Awards seek to celebrate significant achievements by members of the .ORG community. There are seven award categories subject to the nomination and judging process.

Awards Celebration
Each finalist will be invited to a (virtual) celebratory event in early November to honor the amazing work of the .ORG community and to announce the winners of each category and the .ORG of the Year.

Awards
The winners in each category of the .ORG Impact Awards will have the opportunity to direct a monetary donation to the charitable organization of their choice, as follows:[1]

- .ORG IMPACT AWARDS .ORG of the Year: $35,000 USD
- All other winners: $10,000 USD

In addition to a monetary donation, winners will also receive:

- A custom trophy, and
- Free advertising and promotion during this time and with continued consent, our future marketing efforts.

[1] In the event of a tie, the Nominee (individual or entity) highlighted in the Submission that received the highest score for Creativity/Quality, as determined by the qualified judges, in their sole discretion, will be deemed the applicable winner or finalist from among the tied Submissions. If this scoring is the same, PIR in its sole discretion may split the award and have co-winners.

ENTRY CRITERIA

- All organizations nominated to any category must have a website hosted on the .ORG domain.
- All individual nominees must have an established role at an organization with a website on the .ORG domain.
- The nominee must be the registrant, or affiliated with the registrant, of a second level .ORG domain name.
- The URL of the website must resolve to a .ORG domain name.
- All submissions must be in English.
- Activities highlighted in the submission must have occurred between May 1, 2020 and May 1, 2021. If the activity began before May 1, 2020 or extends beyond May 1, 2021 the entry is still eligible so long as meaningful activity occurred between the two dates.
- Organizations and individuals may submit to more than one award category, but each submission must be original (i.e., an entry for one award may not be resubmitted verbatim to another award).
- The nominator must be at least 18 years old and have permission to nominate the individual or organization that uses or has a connection to the .ORG domain
- A nominee may be less than 18 years of age. However, if a nominee less than 18 years of age qualifies as a finalist, they will be required to complete a consent form signed by their parent or legal guardian.
- Individuals or organizations who reside in Cuba, Burma/Myanmar, Iran, North Korea, Sudan or Syria, may not nominate or be identified as a "Nominee."
- Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to nominate individuals or organizations or be considered as a Nominee for any award.

ENTRY JUDGING

After the end of the Program Period, finalists and winners of the .ORG Impact Awards are selected based on the merit of their entries in two rounds. This is not a sweepstakes, contest or "game of chance." There are two stages of judging:

Round 1: All entries will be reviewed by the Review Panel (consisting of PIR staff, PR agency, or other PIR affiliates) to identify the top 10 entries in each category. These would then proceed to Round 2.

Round 2: Top entries from Round 1 will be reviewed by the Judges Panel (comprised of leaders in the internet, nonprofit and marketing sectors) with the objective of identifying a winner in each category, as follows:

- Each entry will be vetted by the .ORG Impact Award organizers to ensure it meets all eligibility requirements and adheres to the official rules.
- The .ORG Impact Award organizers may move an entry to another category if it is deemed to be unsuitable for the category selected, but appropriate for another.
- All judges will sign a confidentiality agreement that prohibits them from disclosing information from entry submissions.
- Judges will be instructed to recuse themselves from judging entries where they might have a conflict of interest. (e.g. – If they are a member of a submitting organization).
- A maximum of five entries will make up a subcategory finalist list.

Judges do not discuss their individual scores with anyone—not even each other. As such, judges will not know the winners until the winners are announced at the celebratory event in November 2021.

ENTRY FORMS

All .ORG Impact Awards submissions must be completed online. Each award category will require a response to prompting questions associated with that category, so all entrants are submitting and evaluated on the same criteria. Each entry should also include a minimum of one supporting document; up to five supporting materials will be accepted. The following summary responses and information will be required according to each award category:

For Health and Healing in a Time of Pandemic, Providing Quality Education for All, Championing Diversity, Equity and Inclusion, Overcoming Climate Change, Fighting Hunger and Poverty and Building Better Communities:

- What challenge, opportunity or situation was the nominee seeking to address?
- What was the nominee's approach to addressing the challenge, opportunity, or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity, or situation? Include any specific results.
- Describe how the nominee's efforts, contributions and leadership contributed to achieving its goals and led to the betterment of the organization and/or the society at large?

For Rising Star:

- What challenge, opportunity or situation was the nominee seeking to address?
- Had that challenge, opportunity or situation not been addressed in a significant way before?
- What was the outcome of the nominee's actions to address the challenge, opportunity, or situation? Include any specific results.
- What actions made this nominee stand out?
- What new and innovative ways did the nominee address the challenge and how did that inspire others to engage or take on similar challenges themselves?

SUPPORTING MATERIALS

Supporting documentation will bring your award entry to life. Each award entry can be supported by up to five supporting documents, which will be accepted in the following forms: URL, .JPEG, .MOV or PDF. The maximum file size supported is 5MB. Video content may be shared as a link to a public site (e.g. YouTube or Vimeo). One supporting document is required for each Nomination, regardless of Award Category; a maximum of five supporting documents can be included. Supporting documents should not include any "confidential" information (or this information should be redacted).

The number of supporting materials submitted is at the discretion of the award entrant, but please be advised that if you reference an item in your summary responses, it is wise to include it in your documentation. The judges will be looking for evidence of your hard work. Please make sure that all submissions are legible; if judges cannot read/consume provided content, it will not be used in the judging process.

Examples of supporting materials could include, but are not limited to:

- Project plan(s)
- A letter to stakeholders
- Marketing video and before and after photos
- Link to a webpage with project or initiative information
- Annual report or project recap report

TIPS FOR PREPARING YOUR ENTRY

The best tip for preparing a submission is to recruit a team!
- **First,** recruit a team to help decide which category or categories for which your nominee is best suited.
- **Then,** assign a project leader to oversee and manage your submission and team.
- **Next,** develop a plan for completing your nomination submission and gathering supporting materials by the deadline.
- **Lastly,** consider developing your submission "offline" for easy review and editing, and then copy/paste it into the online entry form.

Consider these four steps when developing your nomination submission:

1. Writing Your Nomination Submission
If successful, your nomination submission will win the award for your nominee so don't underestimate its importance. Make each response to each entry question succinct and engaging. Make sure your answers address the elements required under each category. Think about organizing the entry responses like you're telling a story, which will help give the judges a complete picture of the situation or challenge you're describing, how your nominee developed a plan to approach the situation and how success was measured.

When looking at initiatives specifically, it's important to keep your submission straightforward and to the point. Give the judge a good overview of your nominee's organization and the initiative, issues(s) and approach, but don't get lost in the weeds—focus on the initiative.

The following questions are provided as thought starters to help you approach preparation of strong nomination responses, but please remember to address the actual questions in the online form (also above) when submitting your nomination.

Situation Analysis
- What was the plan or goals in general terms? Was it in response to an existing problem, or does it examine a potential problem?
- Was research used to examine or define a situation—primary, secondary or both? Primary research involves original research, including focus groups, interviews and surveys. Secondary research involves searching existing resources for information.

Strategic Approach
- If conducted, how did the research shape the planning process?
- What were the specific goals of the plan? Were there measurable objectives of the plan?
- What was the budget? If there was low or no budget available, how was this challenge overcome?

Programmatic Execution
- How did activities flow and what was the timeline?
- What were the key tactics or activities, and who were the target audiences?
- Were there any difficulties encountered? If so, how were they handled?

Results
- What happened? What were your nominee's results?
- How did you evaluate the results? What methods did you use?
- How did the results compare to the specific goals or measurable objectives outlined in your nominee's strategic approach?
- How well do the results reflect original strategy and planning?

2. Pulling Together Your Backup Materials

It's important to provide backup materials to your summary. It will give the judges a chance to see your nominee's work and how that work was translated into action. If you talk about something in your summary, include the documentation for it. Consider "before" and "after" photos, if applicable, to document your nominee's progress, change and results. The judges are looking for evidence of your nominee's hard work, so be sure to show it off!

3. Review your Nomination Submission

Now that you've put in all that work, don't let it go to waste. Proof and reproof! Remember that judges are representing a variety of industries and sectors—remove any jargon and explain anything they may need to know about your nominee or local community. Go through the award category descriptions again − are you meeting all the requirements? Let your entry sit for a day, then look at it again. Anything you can delete? Anything you missed?

4. Submitting Your Nomination Submission

It's now time to submit through the online submission platform.

- Visit the .ORG Impact Awards website to access the submission platform managed by Awards Force. You'll need to create a profile with Awards Force and can use your profile to manage and submit as many submissions as you'd like: https://www.orgimpactawards.org
- Or, access the Awards Force submission platform directly to begin your submission: https://orgimpact.awardsplatform.com/

Good Luck!

PROGRAM CONTACT AND ADDITIONAL RULES, TERMS, AND CONDITIONS

Public Interest Registry—the people behind .ORG—is the proud sponsor of the .ORG Impact Awards. For questions about the program or if you experience technical difficulties during the submission process, please email information@orgimpactawards.org.

For official program rules, terms, and conditions, and judging criteria please visit The .ORG Impact Awards website: https://www.orgimpactawards.org.