



Be More AWARDS™

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Dear Non-Profit Community Member:

I would like to personally extend an invitation for your organization to apply for the Eight, Arizona PBS 2010 **Be More Awards™**. Now in its third year, these prestigious awards recognize and honor the outstanding, but too often unrecognized, local non-profit organizations and local chapters of national non-profits within Eight's coverage area.

There are five award categories a qualified organization may apply for, with each category focused on a different area of organizational strengths and accomplishments:

- Be More...Informed (Marketing)
- Be More...Entertaining (Special Events)
- Be More...Brilliant (Innovation)
- Be More...Knowledgeable (Educational Outreach)
- Be More...Creative (Arts & Culture)

An online poll and panel of judges will determine the winner of three additional awards for community support, innovation and overall outstanding achievement. All applications will be scored on an impartial basis by a panel of judges, based on the quality of the program, project, activity or event and, equally important, quantifiable results. Therefore, no matter how large or small your organization, you will be judged on your goals and your accomplishments.

To participate, please complete the enclosed application and submit it with the required supporting materials no later than Friday, January 29, 2010.

These accomplishments will be highlighted during the **Be More Awards™** luncheon and awards ceremony taking place on May 20, 2010 at the Eight Studios located at 555 N. Central Avenue. In addition, award-winners will receive elevated, public exposure and awareness for their organization through the **Be More Awards™** half-hour primetime special that will be broadcast on Eight and available on Eight's Web site in June of 2010

Please forward any questions to eightevents@asu.edu or call 602-496-9614.

Sincerely,

A handwritten signature in black ink, appearing to read "Kelly McCullough".

Kelly McCullough
General Manager

Be More AWARDS™

There are five **Be More Award™** categories for which your organization may submit an application:

Be More... Informed

Marketing Campaign Award ~ the organization demonstrates creative original marketing through broadcasting, print material and/or community awareness. Examples include a specific program, project, or activity developed to promote, publicize, introduce, or create an identity for a specific organizational service or idea.

Be More... Entertaining

Special Events Award ~ the organization hosts a variety of or one particularly original special event or fundraiser. Special events are held to recognize, salute, assist, or celebrate people, business, and/ or your organization. Examples include anniversary celebrations, open houses, dedications, galas, receptions, or fundraising events.

Be More... Brilliant

Innovation Award ~ the organization displays the most imaginative and creative use of original ideas to achieve organizational goals. Examples include resourcefulness (i.e. limited budget) in creating a new program, project or activity; or developing a unique and inventive method to bring a particular initiative to fruition.

Be More... Knowledgeable

Educational Outreach Award ~ the organization displays the most imaginative and creative use of original ideas to achieve organizational goals. Examples include resourcefulness (i.e. limited budget) in creating a new program, project or activity; or developing a unique and inventive method to bring a particular initiative to fruition.

Be More... Creative

Arts & Culture Award ~ the organization strives to promote arts and culture in the community. Examples include a program/ initiatives that make the arts accessible to all citizens, improves the livelihood of artists, advances knowledge of the arts, and/or integrates arts and culture experiences in lives of young people.

Additional Be More Awards™

Garnered Through Community Support, Innovation, and Overall Outstanding Achievement

Be More... Humble

The People's Choice Award ~ this www.azpbs.org/bemore online poll is driven by votes from the general public in Eight's viewing area. The poll will include a listing of all eligible charitable, non-profit organizations that submit an application, regardless of category. The Be More Award's™ People's Choice Poll will be open from February 15 to March 31, 2010. This prestigious award exhibits the connection and relationship the organization has with the community and the people the organization serves. It allows area citizens to honor the charitable, non-profit organization that they feel most exemplifies the spirit of the community. Please invite your supporters to visit www.azpbs.org/bemore and vote for your organization!

Be More... Encouraged

Judge's Choice Award ~ selected by the **Be More Awards™** panel of judges, the Judge's Choice Award is based on an organization demonstrating unique appeal due to its original and extraordinary approach to its respective endeavor. This award is decided by the entire **Be More Award™** panel of judges based on majority vote.

Be More... Unstoppable ~ Charitable, Non-Profit Organization Of The Year

Non-Profit Organization of the Year ~ selected from all of the submitted eligible applications, the criteria to win this award consists of overall excellence and the degree of fulfillment of four commitments to the community. These commitments include: service to the organizations' constituency; level of community impact; financial viability; and embodiment of overall community goodwill. This award is determined through extensive research and is ultimately decided by the entire **Be More Awards™** panel of judges.

Be More AWARDS™

Eligibility

The **Be More Awards™** are open and free to all charitable, non-profit organizations that are located in and serve communities in Eight's viewing area. The viewing area includes: Apache, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai, and Yuma counties. The submission of an application is free of charge to all non-profit organization; additional copies of the application and rules and conditions are available online at www.azpbs.org/bemore. To be considered eligible for any of the **Be More Awards™**, a Program, Project, Activity or Event must have been completed within YOUR ORGANIZATION'S MOST RECENTLY COMPLETED FISCIAL YEAR...that would include a fiscal year ending between January 31, 2009 and December 31, 2009.

Application packets must be submitted in an organized and cohesive manner; submissions that do not meet this condition will not be accepted. All submissions become the property of Eight, and will not be returned; additional packets of information may be requested by Eight. Additional copies of the application and rules and conditions are available online at www.azpbs.org/bemore. The winning organizations will be announced during the **Be More Awards™** luncheon ceremony on May 20, 2010 at the Eight Studios in Downtown Phoenix.

General Submission Format

1. Complete and submit the one-page **Be More Awards™** Application. All requested information must be included.
2. Compose a narrative (maximum of two pages on 8 ½ x 11 paper, 12 point font) on why your organization should receive a **Be More Awards™**. Your narrative should only address the organizational accomplishments for the specific **Be More Awards™** category in which you are submitting (i.e. special events), and not the organization's additional goals and other achievements. You must include the following information in your narrative:
 - **Program/Project Analysis:** summarize the program, project, activity or event; include any information gathered (through formal and/or informal research methods) that helped identify the need for the project; its respective target audiences, and the strategies developed for bringing the project to fruition.
 - **Objectives:** clearly state at least three (3) specific objectives (qualitative or quantitative) that the project was designed to achieve.
 - **Implementation:** outline the specific steps used to achieve the stated objectives for the project.
 - **Evaluation:** explain how the success of the project was measured; report how well it achieved its objectives (for example: the goals of a fundraising dinner may be to recruit 20 new volunteers, raise \$10,000 in funds, and have 100 attendees – explain the process of how you measured the success of the results).
 - **Future Prospects:** state if it anticipated that this project will be continued, modified or replicated in some fashion in the future by the organization.
3. Complete and submit a one-page budget for the project. Also include a brief justification for the budget explaining financial expenditures required for the development, implementation, and evaluation of the project; and explain how these expenditures related to the success of project.
4. Include 2-4 examples of materials supporting your narrative and demonstrating why your organization is the most deserving of the respective **Be More Awards™**. Materials could include, but are not limited to: brochures, flyers, newsletters, Web page, testimonial letters, event programs, event invitations, and photographs. No video or audio formats please.
5. Submitting organizations must submit five (5) complete packets of items 1) through 4) to be distributed to the judges for review, and scoring.

In addition:

6. Submit one current copy of the organization's 501(c)(3) determination letter from the IRS.
7. Submit one copy of your organizations most recently completed independent audit or the most recently completed and filed tax return, Form 990.
8. Please note that submitted applications and supporting materials will not be returned to the applying organization.

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Be More AWARDS™

Application Due Date

Award applications must be postmarked by **January 29, 2010**. Send applications to: Eight, 555 N Central Ave. Suite 500, Phoenix, AZ 85004, Attn: Be More Awards. **Late submissions will not be accepted.**

Judging

Initial judging of the applications in the five submitted categories will take place from **February 8, 2010 to March 2, 2010**. The Be More Awards™ panel of judges is composed of impartial business and philanthropic leaders who volunteered their time and energy to support this program and have been selected from throughout Eight's viewing area. Judges will not review any organization's application with which they may have either a personal or professional relationship. All applications will be screened by staff members to ensure all application criteria were appropriately met; judges will not review incomplete applications. All judging will be based on a point system. All decisions are final.

Be More Award Sponsor





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Application



Name of Organization: _____

Address: _____

City: _____ ZIP: _____ County: _____

Main Contact: _____ Title: _____

Email: _____ Tel#: _____ Ext #: _____

Fax#: _____ Organization Website: _____

Name of Executive Director/President: _____

Exec. Dir./Pres. Email: _____ Tel #: _____

Number of Employees: Full Time _____ Part Time _____ Volunteers _____

Organization's Mission Statement: _____

Annual Operating Budget: \$ _____

Does your organization partner with other non-profit organizations? No Yes, I partner with: _____

Please indicate the **Be More Award**TM category in which you are submitting an entry (If applying for more than one award category, a separate application packet must be submitted for each award):

- Be More Informed** (Marketing) **Be More Brilliant** (Innovation)
- Be More Entertaining** (Special Events) **Be More Knowledgeable** (Educational Outreach)
- Be More Creative** (Arts & Culture)

Be More AwardsTM Disclaimer Statement: By signing below, I acknowledge that I have read and understand the rules and conditions of entry. Furthermore, I acknowledge that all information stated on the application and submitted with the application is correct to the best of my knowledge. Eight has made every effort to notify all non-profits in the Eight viewing area through State of Arizona 501(c)(3) listings, non-profit listings provided via third party, etc. Judges will abstain from scoring any application in which they are either personally or professionally affiliated.

Signature: _____ Date: _____

Signature of Executive Director/President: _____

Eight, must receive all application submissions by 5:00 p.m., January 29, 2010 (submissions postmarked by 1/29/10 will still be accepted). Send applications to: Eight, 555 N Central Ave. Suite 500, Phoenix, AZ 85004, Attn: Be More Awards.

Late or incomplete submissions will not be accepted and considered.



Please take a moment to check the following to ensure that your organization has thoroughly completed a Be More Awards™ application package

- I have completed and included the **Be More Awards™** application with all requested information.
- I have composed a narrative on why my organization should receive a **Be More Award™** and have included information on the following: Program/Project Analysis, Objectives, Implementation, Evaluation, and Future Prospects.
- I have included a one page budget for the Program, Project, Activity or Event and a brief budget justification explaining the expenditures required.
- I have included 2-4 examples of materials supporting my narrative and demonstrating why my organization is the most deserving of this **Be More Award™**.
- I have included a current copy of my organization's IRS determination letter indicating our 501 (c) (3) status.
- I have enclosed a copy of my organization's most recently completed independent audit or the most recently completed and filed federal tax return, IRS Form 990.
- I understand that the application and supporting materials will not be returned to my organization.

Questions?

We are happy to help!
Please contact **Eight**, by calling 602-496-9614
or e-mail eightevents@asu.edu

Don't Forget!

Be More Awards™ tickets:

Tables of 10 are available by calling 602-496-9614 or online at azpbs.org/bemore

\$75 per individual • \$1,250 for a Be More Involved Table of 10
\$1,750 for a Be More Engaged Table of 10 • \$2,500 for a Be More Generous Table of 10

Thank you for participating in Be More Awards™

Good Luck!