



Be More AWARDS™

Be more...engaged...involved...inspired.

presented by 

As an Important Member of our Non-Profit Community -

I would like to personally extend an invitation for your organization to **Be More** recognized for its good work in our community. Eight, Arizona PBS is proud to announce the **Be More Awards™** call for entries. Eight, Arizona PBS is proud to recognize and honor non-profit organizations and individual chapters of national non-profits within the Eight, coverage area during this award-winning program. There are five award categories, each focused on a different area of organizational strengths and accomplishments, as well as three additional awards for community support, innovation and outstanding achievement.

To participate in the **Be More Awards™**, simply complete the enclosed application and submit it with the required support materials, no later than February 15, 2008. All applications will be scored on an impartial basis by a panel of judges and will be based on the quality of the program and, equally important, quantitative results. Therefore, no matter how large or small your organization, results are based on your goals and your accomplishments. These accomplishments will be highlighted during the **Be More Awards™** celebration, a prestigious luncheon and awards ceremony taking place on May 14, 2008 at the Camelback Inn in Scottsdale.

Organizations that win a **Be More Award™** will not only receive the award title, but also awareness for their organization through extensive Eight, public relations and media campaigns, as well on the **Be More Inspired™** half-hour primetime television special. In addition, one organization will receive the coveted designation of **Nonprofit Organization of the Year**.

The goal of the **Be More Awards™** is to applaud the outstanding, and many times unrecognized, efforts of nonprofit organizations. Your participation in this program affirms your commitment to enrich the community by your daily implementation of an outstanding mission.

We look forward to your participation and honoring your organization's achievements at the **Be More Awards™** being held on May 14, 2008. At no cost to you, please submit your best work for consideration. Again, to be considered for an award, all applications must be complete and received by Eight, no later than February 15, 2008.

Please forward any questions to eightevents@asu.edu or call 480-965-9614.

Sincerely,

A handwritten signature in blue ink that reads "Greg Giczi".

Greg Giczi
General Manager



*Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful
Understanding Knowledgeable Independent Imaginative Compassionate Inspiring Creative
Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding*

AWARD CATEGORIES

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 any program/project developed to promote, publicize, introduce, or create an identity for a specific organization service or idea.

Be More... Entertaining

Special Events Award ~ the organization hosts a wide 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 project or developing a unique and inventive method to bring a particular initiative to fruition.

Be More... Knowledgeable

Educational Outreach Award ~ the organization strives to educate the community through guidance, knowledge, emotional or physical support, and/or a mentorship program. Examples include a program/project aimed at improving specific aspects of community life and introducing and/or conducting community enrichment programs.

Be More... Creative

Arts & Culture Award ~ the organization strives to promote arts and culture in the community. Examples include programs/ initiatives that make the arts accessible to all citizens, improves the livelihood of artists, advances knowledge of the arts, and 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 the Eight, viewing area. The poll will include a listing of all organizations that submit an application, regardless of category. The **Be More People's Choice Poll™** will be open from March 1 to April 15, 2008. 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 non-profit 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 Award™** panel of judges, the Judge's Choice Award is based on an organization demonstrating an overall appeal due to its original and extraordinary approach to its respective endeavor. This award is entirely decided by the **Be More Awards™** judges based on majority vote and consensus.

Be More... Unstoppable ~ Non-Profit Organization of the Year

Non-Profit Organization of the Year ~ selected from all submitted applications, the criteria to win this award consists of overall excellence; fulfillment of the Four Commitments to the Community, including 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 an independent judging committee.



presented by intel

*Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful
Understanding Knowledgeable Independent Imaginative Compassionate Inspiring Creative
Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding*

RULES AND REGULATIONS

Eligibility

The **Be More Awards™** are open to all non-profit organizations™ located in the Eight, Arizona PBS viewing area. The viewing area includes: Apache, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai, and Yuma. The submission of an application is free of charge to all non-profit organizations; additional copies of the application and rules and conditions are available online at www.azpbs.org/bemore.

All campaigns, events, projects, and programs must have occurred between January 1, 2007 and December 31, 2007. 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 may be requested by Eight. The winning organizations will be announced during the **Be More Awards™** luncheon ceremony on May 14, 2008 at the Camelback Inn in Scottsdale.

General Submission Format

- 1) Complete the **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 Award™**. Your narrative should only address the organizational accomplishments for the specific **Be More Award™** 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; include any information gathered (through formal and/or informal research methods) that helped identify the program/project, its respective target audiences, and the strategies developed for bringing the program/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).
 - ✓ **Budget:** explain financial expenditures required for the development, implementation, and evaluation of the program/project; explain how these expenditures related to the program/project success.
- 3) Include 2-4 examples of materials supporting your narrative and demonstrating why your organization is the most deserving of a **Be More Award™**. 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.**
- 4) Include a current copy of organization's IRS determination letter indicating 501(c)(3) status.
- 5) Submitting organizations must include **six (6) complete submission packets** to be distributed for judging.

Application Due Date

Award applications must be postmarked by February 15, 2008. Send applications to: Eight, P.O. Box 871405, Tempe, AZ 85287-1405, Attn: Be More Awards. **Late submissions will not be accepted.**

Judging

Final judging will take place from February 22, 2008 to March 14, 2008. The **Be More Award™** Judges are impartial business and philanthropic leaders who have been selected from the Eight, 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. The criteria to be scored includes: measurable goals and quantitative results; creativity and originality of campaign, event(s), innovation, or program; consistent theme and message, and did the campaign, event(s), innovation or program complement the mission set forth. All decisions are final.



Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding Knowledgeable Independent Imaginative Compassionate Inspiring Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding

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™ 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 Awards™ 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., February 15, 2008 (submissions postmarked by 2/15/08 will still be accepted). Send applications to: Eight, P.O. Box 871405, Tempe, AZ 85287-1405, Attn: Be More Awards. Late submissions will not be accepted.



*Creative Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful
Understanding Knowledgeable Independent Imaginative Compassionate Inspiring Creative
Connected Innovative Responsible Daring Brilliant Informed Entertaining Thoughtful Understanding*

APPLICATION CHECKLIST

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

- I have completed 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, Budget.
- I have included 2-4 examples of materials supporting my narrative demonstrating why my organization is the most deserving of a **Be More Award™**.
- I have included a current copy of organization's IRS determination letter indicating 501(c)(3) status.
- I have completed and submitted six (6) complete submission packets to be distributed for judging.
- My organization has marked on our internal calendars to notify staff, board of directors, members, and supporters to vote for our organization through the **Be More Humble People's Choice Poll™** on www.azpbs.org/bemore from March 1- April 15, 2008.

Questions?

We are happy to help!
Please contact **Eight**, by calling 480-965-9614
or E-mail eightevents@asu.edu

Don't Forget!

Be More Award™ tickets:

Tables of 10 are available by calling 480-965-9614 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!