

**Application Overview**

Please note: This application is a step-by-step process and requires you to pull together much information. You will want to set aside at least 30 minutes to complete it. Otherwise, your information will not be saved until the application has been fully submitted.

**The Diversified Trust New Generations Award**

**Page 1**

- Organization\*
- Name of Nominated Individual or Program\*
- Organization Address\*
- Street Address
- Address Line 2
- City
- State / Province / Region
- Postal / Zip Code
- Country
- Organization Phone Number\*
- Organization Fax Number
- Nominator's Name\*
- Nominator's Title\*
- Nominator's Phone Number\*
- Nominator's Email\*
- Executive Director's Name\*
- Executive Director's Phone Number\*
- Executive Director's Email
- Web Site Address
- Year Organization Founded\*
- Mission Statement (25 words or fewer)\*

## CNM: The Diversified Trust New Generations Award

### Page 2

Diversified Trust believes that the world is changing for nonprofits and they must embrace creative ways to reach new clients, volunteers, donors, sponsors and friends. As agencies continue to serve their current clients through established programs, they must also plan for reaching new constituents and supporters, including those in younger age groups, new residents, and previously-untargeted demographics, to promote greater involvement with these groups in the mission or cause of the organization (“New Generations”).

To encourage and reward these efforts, the **Diversified Trust New Generations Award** will be given for the effective utilization of specific projects, programs, activities or campaigns that engage new clients, volunteers, and donors. Any specific marketing techniques, programs or projects focused on New Generations can be used by nonprofits. Organizations must clearly describe and quantify how these efforts attract New Generations of their constituents, stakeholders, and supporters. Although effective use of social media is one way to focus these efforts, it is not necessary for being an award candidate. Acceptable efforts for potential awards include at least one of the following:

- Effectively enhancing the agency’s customer base or reaching prospective new clients of the agency’s services, particularly those customers or clients in the younger adult generation, through new projects, programs or activities;
- Creating programs, events or marketing campaigns to increase New Generations involvement with the agency, either through serving new clients or increasing volunteers and donors in this category;
- Developing recognition of the agency or one or more of its programs in the community through social media or focused marketing campaigns or techniques; or
- Furthering the mission of the agency using other marketing tools, projects or campaigns that are directed at New Generations.

An award of \$5,000 will be presented to the winner and \$1,000 each will be awarded to two finalists at the Center for Nonprofit Management’s Salute to Excellence Awards.

### **Requirements of the Diversified Trust New Generations Award:**

- Must be an organization that has been a 501(c)(3) entity for at least three years, is a member of CNM, and provides significant services to the Middle Tennessee area.
- Local chapters of national organizations may apply, provided the chapters are locally managed, have financial information available on a local basis, and the program highlighted in the application had or has direct impact on the Middle Tennessee area.
- Winners and finalists of this award are not eligible to reapply for the same award for one year. (For example, if the agency was a finalist in 2017, the agency is eligible to re-apply for this award in 2019.)

### **Diversified Trust New Generations Award Application Questions:**

1. Describe the program, project, activity or campaign that you have undertaken to reach New Generations, including its goals and your strategies to accomplish those goals. Include quantitative metrics where possible. (Limit response to 300 words.)\*
2. How have you included New Generations in this effort, either as recipients, advocates, volunteers, and/or the targets of the activity or campaign? Please explain in detail who or what those targeted New Generations actually are. (Limit response to 200 words.) \*

\* Required field

## CNM: The Diversified Trust New Generations Award

### Page 3

3. What strategies of engagement, marketing campaigns or social media was used to reach your New Generations audiences? (Limit response to 200 words.) \*
4. Describe the resources utilized and needed to accomplish your New Generations efforts or campaign goals. (Limit response to 200 words.) \*
5. What has been the timeline and impact of this effort and how has it resulted in services to new Middle Tennesseans, success in increasing New Generations volunteers or donors, and/or enhanced revenues from New Generations your agency? Was this a one-time program or an ongoing initiative? Include specific metrics to quantify results, where possible. (Limit response to 300 words.) \*

In applying for the Salute to Excellence Awards, we have carefully read the requirements for submitting the nomination. We understand that: 1) this entry will be reviewed by the award panelists to ensure all requirements are met; 2) a panel of independent judges will evaluate entries and choose the finalists and a winner; 3) we may be asked to provide additional information and may be visited by representatives of the judging panel; 4) any submissions and attachments become the property of CNM and may be publicized as a part of the Salute to Excellence Awards promotions. \*