

Best Corporate Social Responsibility (CSR) or Not-for-Profit (NFP) Event 2018

This award celebrates excellence in events delivered for social or environmental outcomes be they delivered by not-for-profit organisations (NFPs) or charitable organisations as part of a wider corporate social responsibility programme (CSR). The event budget and size is irrelevant.

Who should enter?

Organisations investing in or initiating event-related community initiatives, and charities or trusts who use events to deliver community initiatives. You may be an event manager, event owner, trust or charity.

Eligibility:

Entries must be related to an event. The NFO or CSR event must be delivered in New Zealand and owned by a New Zealand resident business. The NFP or CSR event must have either started or concluded between **1 April 2017 and 31 July 2018 inclusive**.

Judging Criteria:

Each entry must begin with a standardised overview of the event so judges can understand why the event was created, when it first began, the scale of the event, content, audience and participants and stakeholders (maximum 500 word count).

Entries (maximum 1,500 word count) will be assessed against the following criteria:

1. **Strategy and Objectives (20%)**
 - a. What did success look like when you started planning the event? This may include desired outcomes for fundraising, awareness raising, audience, donor acquisition, sustainability, or media, for example.
 - b. What was your strategy to achieve these outcomes?
2. **Engagement (20%)**
 - a. Who are the various stakeholders (this may include sponsors, spectators, suppliers, volunteers, donors, media, participants for example) and how were they engaged?
3. **Execution (20%)**
 - a. How does this event demonstrate best practice across the planning and execution of your event? This may include elements such as budgeting, articulation of your mission/purpose, marketing or health and safety for example.
4. **Effectiveness (20%)**
 - a. What were the key measures set for each of the items that you outlined in number 1 above and did the event deliver these? In other words, did you achieve what you set out to do? Provide evidence where possible.
5. **Excellence (20%)**
 - a. How did leadership, innovation, unique selling points and legacy outcomes (including broader economic, community, media, environmental and infrastructure) contribute to the event's success?
 - b. Why should this event win over and above other events?