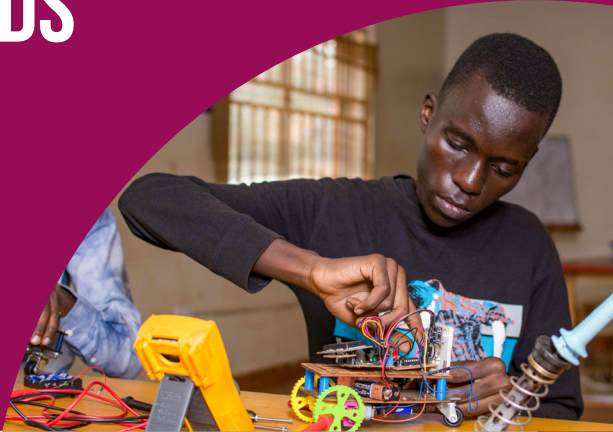


CHAMPIONS FOR CHANGE



IMPACT AWARDS



2024 ENTRY KIT

To Register: Enter.OrgImpactawards.org



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ABOUT THE .ORG IMPACT AWARDS

OVERVIEW

For more than 30 years, the .ORG domain has powered the missions of millions of changemakers around the world. From individuals to large corporations, small community groups to multinational NGOs, .ORGs are home for those inspired to make an impact.

The .ORG Impact Awards (OIAs) recognize the outstanding individuals and organizations using a .ORG domain to make a positive impact in their communities and across the globe. This annual program celebrates the incredible contributions being made across all sectors of society and uplifts the work of those leveraging the Internet for transformative change.

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 donation and an opportunity to showcase their .ORG's good work or individual efforts by their supporters.

WHY NOMINATE?

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

KEY DATES

- May 1, 2024** _____ Nominations Open
- June 19, 2024** _____ Nominations Close
- August 17, 2024** _____ Finalists Announced
- October 8, 2024** _____ Winners Announced
& In-Person Celebration



BENEFITS INCLUDE:

- Cash donations to a charitable organization of your choice (subject to the rules, ranging from \$2,500 USD to \$40,000 USD to finalists and winners. (Note: in the event of a tie, the cash award may be split; see below for details.)
- A custom trophy for the winners.
- A dedicated logo mark for use on their .ORG's website and materials to promote their achievements.
- The opportunity to be featured in various .ORG digital platforms throughout the year, including articles, videos, social posts, and more.
- The opportunity to raise the profile of your nominated .ORG to increase donor potential, partnership development, talent acquisition, and audience reach.
- The opportunity to join and connect with a network of changemakers committed to making the world a better place.
- Additional validation for your nominated .ORG's programs that can help build, strengthen, and fund them in the future.

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.



HEALTH AND HEALING

Recognizes an organization or individual who is dedicated to providing health and wellness resources to the community, including education and awareness, vaccine development, equitable distribution of medical supplies, and mental health resources.



QUALITY EDUCATION FOR ALL

Recognizes an organization or individual for contributions in providing education for all, without regard to race, gender, or financial status.



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.



ENVIRONMENTAL STEWARDSHIP

Recognizes an organization or individual that works to combat the increased threats to our environment and promotes responsible consumption and environmental sustainability in communities around the world.



HUNGER AND POVERTY

Recognizes an organization or individual who has made significant contributions and innovations in the fight to end hunger, alleviate poverty, and reduce resource inequalities on a local, national, or global scale.



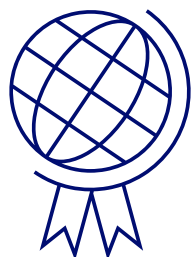
COMMUNITY BUILDING

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.



RISING STAR

Recognizes an individual under the age of 25 until December 31, 2024, who has created a positive impact in their community through leadership on a project, platform, task, or campaign.



.ORG IMPACT AWARDS .ORG OF THE YEAR

This award recognizes and honors an organization or individual for outstanding achievement as evidenced by results and/or contributions to its sector, constituents, community, or society at large. The winners in the other seven categories are automatically eligible for this award. Where a finalist is an individual, the organization they are affiliated with will be eligible. The .ORG of the Year will be selected by PIR in its sole discretion.



AWARDS

FINALISTS

Finalists will be named in the seven award categories subject to the nomination and judging process.

AWARDS CELEBRATION

Each finalist will be invited to an in-person event on October 8, 2024, in Washington, D.C., to honor the amazing work of the .ORG community and to announce the winners of each category and the .ORG of the Year. They will receive two (2) complimentary round-trip economy tickets (up to \$2,000 USD)* and two (2) nights of accommodations.

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:
\$40,000 USD

All winners:
\$10,000 USD

All non-winning finalists:
\$2,500 USD

In addition to a donation, finalists will also receive:

Free advertising and promotion, including promotional materials such as videos, during this time, and with continued consent, future marketing efforts and opportunities, as well as custom trophies for category winners.

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 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

ORGANIZATION REQUIREMENTS

All organizations nominated to any category must have a website hosted on the .ORG domain.

INDIVIDUAL NOMINEE REQUIREMENTS

All individual Nominees must have an established role at an organization with a website on the .ORG domain.

NOMINEE AFFILIATION

The Nominee must be the registrant, or affiliated with the registrant, of a second-level .ORG domain name.

WEBSITE URL

The URL of the website must resolve to a .ORG domain name.

ACTIVITY TIME FRAME

Activities highlighted in the submission must have occurred between May 1, 2023, and May 1, 2024. If the activity began before May 1, 2023, or extends beyond May 1, 2024, the entry is still eligible so long as meaningful activity occurred between the two dates.

SUBMISSION GUIDELINES

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).

ELIGIBILITY REQUIREMENTS FOR NOMINATIONS

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.

NOMINEES UNDER 18

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.

NOMINEE RESTRICTIONS

Individuals or entities who reside in the Islamic Republic of Iran, Democratic People's Republic of Korea, Sudan, the Syrian Arab Republic, or Crimea may not nominate or be identified as a "Nominee."

RESTRICTIONS FOR PIR EMPLOYEES

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 that 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 (5) 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 October 2024.



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 (5) supporting materials will be accepted. The following summary responses and information will be required according to each Award Category:

For Health and Healing, Quality Education for All, Diversity, Equity and Inclusion, Environmental Stewardship, Hunger and Poverty, and Community Building:

- 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 or testimonials from affected community members.
- Describe how the nominee's efforts, contributions, and leadership contributed to achieving its goals and led to the betterment of the organization and/or 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 new and innovative ways or platforms did the nominee use to 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 (5) supporting documents, which will be accepted in the following forms: URL, PDF, Microsoft Office, and most photo/video formats. 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 (1) supporting document is required for each Nomination, regardless of Award Category; a maximum of five (5) 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
- A testimonial from a community member
- Marketing video and before and after photos
- Link to a web page 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:



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 goal 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

- What was the timeline and how did activities flow?
- 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?
- Who benefited from the results?



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, please 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!



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?



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: OrgImpactAwards.org.
- Or, access the Awards Force submission platform directly to begin your submission: Enter.OrgImpactAwards.org.

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: OrgImpactAwards.org.