



## **West Michigan's 34th Annual Celebration**

### **National Philanthropy Day**

**November 19, 2020 11:30 am -1:00 pm**

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### **2020 Award Nomination Guidelines**

AFP West Michigan's National Philanthropy Day (NPD) recognizes outstanding achievements by an individual, foundation and corporate philanthropists, fundraising volunteers, and professional fundraisers. These awards recognize those individuals and organizations whose lifetime, long-term, and emerging achievements have made a significant impact on society.

### **2020 Award Categories**

This year's award categories include:

- Benjamin Franklin Award for Outstanding Fundraising Professional
- Distinguished Philanthropist
- Outstanding Corporation, Foundation, or Community Organization
- Emerging Nonprofit Development Professional
- Outstanding Volunteer Fundraiser(s)
- Outstanding Youth in Philanthropy (ages 18 and under)
- West Michigan Chapter Award for Excellence in Fundraising

### **Who Can Submit Nominations?**

Nominations for any award may be submitted by an individual AFP member or nonmember individuals or organizations. You may make more than one nomination in any category, but no more than three nominations total. All nominations will be considered in the year presented, plus one additional year.

### **What Must Be Included with the Nomination?**

Each nomination should include:

- Nomination Form – submitted online
- Any other supporting documentation you deem appropriate

Each nomination should include the relevant AFP West Michigan (AFPWM) award nomination form. Do not assume the selection committee is familiar with the nominee's achievements.

### **When and Where Should Nominations Be Submitted?**

The nomination period is open between August 1 and August 31, 2020.

### **Questions**

[ashleyd@kidsfoodbasket.org](mailto:ashleyd@kidsfoodbasket.org)



## **Selection Process**

Completeness of information is essential for consideration. Honorees will be selected through the National Philanthropy Day Committee and an Awards Committee comprised of representatives from the nonprofit community.

## **Presentation of Awards**

The honorees selected will receive their awards at the 34<sup>th</sup> National Philanthropy Day Luncheon on Thursday, November 19, 2020. Honorees will be notified of their selection by September 15, 2020, and be included in applicable press releases, invitations, and program materials.

## **Criteria Clarifications**

Individual members of the National Philanthropy Day Committee and AFP West Michigan Board of Directors cannot be nominated but the organizations they represent can be.

Please also submit suggestions on nonprofits that are doing great fundraising work through the COVID-19 pandemic. We want to hear about all of the extraordinary fundraising that is taking place and we are working to find ways to recognize these organizations and fundraising individuals.

## **2020 Award Categories & Criteria**

### **Benjamin Franklin Award for an Outstanding Fundraising Professional**

This award honors an outstanding individual fundraising professional who practices his/her profession in an exemplary manner working directly for a nonprofit/charitable organization and been in the field at least 15 years. He or she must spend a majority of their time fundraising. The individual must be a current member of AFP in good standing and demonstrate their promotion of and adherence to the AFP Code of Ethical Principles and Standards as well as the Donor Bill of Rights. (To view these documents, please go to [www.afpwm.org/ethics](http://www.afpwm.org/ethics).)

Please be sure to address the following award criteria when nominating:

- Nominee's achievements and evidence of leadership with at least 15 years of professional fundraising experience
- AFP membership and practice of Code of Ethical Principles and Standards
- Commitment to professional development
- Volunteer service and financial support of nonprofit organizations

### **Distinguished Philanthropist Award**

This award honors an individual or family with a proven record of exceptional generosity who, through direct financial support and/or other means (volunteering, leadership, etc.), demonstrates outstanding civic and charitable responsibility and whose generosity encourages others to take philanthropic leadership roles on a community, national and international level. AFP membership is NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Philanthropic support of innovative approaches to solving problems
- Proven record of exceptional generosity
- Participation in and gift support of nonprofit organizations
- Motivation given to others to take leadership roles

### **Outstanding Corporation, Foundation, or Community Organization Award**

The Award for Outstanding Foundation, Corporation, or Community Organization honors an organization demonstrating outstanding commitment through financial support, innovation, encouragement, and motivation of others to take leadership roles in philanthropy, engagement, and volunteerism. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Philanthropic support of innovative approaches to solving problems
- Outstanding commitment through financial support
- Impact of financial support and innovation
- Motivation given to others to take volunteerism and/or leadership roles



### **Emerging Nonprofit Development Professional**

This award recognizes an individual with less than five years of service in a nonprofit development role(s) demonstrating success and has made a significant contribution to the nonprofit community. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Impact nominee has had on the nonprofit community
- Creative and innovative approaches to the Development profession
- Teamwork and problem-solving abilities

### **Outstanding Volunteer Fundraiser(s) Award**

The Award for Outstanding Volunteer Fundraiser(s) honors an individual, family, Campaign Cabinet, Donor Development Committee, or Board of Directors demonstrating outstanding skills in coordinating and motivating groups of donors and volunteers for fundraising projects for the benefit of charitable institutions. The recipient(s) must have demonstrated exceptional leadership skills in coordinating groups of donors and volunteers for major fundraising projects. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Leadership, organizational ability, and fundraising goals achieved
- Description of time, effort, and financial gifts
- Success in recruiting and motivating others
- Participation in other nonprofit organizations

### **Outstanding Youth in Philanthropy Award**

This award recognizes service by an individual or group (ages 18 and under) demonstrating outstanding commitment to the community through direct financial support, development of charitable programs, and volunteering and leadership in philanthropy. AFP membership NOT a prerequisite.

Please be sure to address the following award criteria when nominating:

- Outstanding commitment through financial support, development of programs, volunteering, and leadership
- Description of what nominee(s) did including goals, process, etc.
- Impact the nominee(s) had/will have on the community
- Ways project(s) can serve as a prototype for others



## **The West Michigan Chapter Award for Excellence in Fundraising**

This award recognizes a nonprofit organization that has developed creative, resourceful and inspired campaigns, initiatives, projects or techniques that have grown and increased the organization's fundraising infrastructure, program and results. Any nonprofit organization that employs a current AFPWM member is eligible for nomination.

Please be sure to address the following award criteria when nominating:

- Developed creative, resourceful and inspired campaigns, initiatives, projects or techniques
- Grown and increased fundraising infrastructure, programs and results
- Improved overall fundraising program through:
  1. Increased donor base
  2. Increased funds raised
  3. Streamline administrative structure
  4. Reduced fundraising costs
  5. Enhanced overall revenue



## **AFP West Michigan National Philanthropy Day Steering Committee – 2020**

Ashley Diersch – Kids' Food Basket  
Sarah Hotchkiss – Habitat for Humanity of Kent County  
Cassandra Boyd – Senior Services  
Amy Knape – West Michigan Center for Arts & Technology  
Kristen Nauss  
Jodi Overman – The Nonprofit Spot  
Jon Roberts – Mel Trotter Ministries  
Kori Thompson – Wedgwood Christian Services  
Claire Timmer – Kids' Food Basket  
Ellie Wilcox – Make A Wish Michigan