



2025 Philly Awards Categories and Criteria

Entry Deadline: September 10



ENTRY & PAYMENT INSTRUCTIONS

- [Entry fees must be paid via credit card prior to submitting your entry form.](#)
- [Nonprofit Connect will not offer refunds](#) to organizations once the entry fees are paid, regardless of whether or not the entry form is submitted.
- You may register and pay for multiple entries in one transaction, but a separate entry form is required for each submission. (You will use the same URL per payment transaction.) URL provided in confirmation email after payment is submitted.
- Entry forms and supporting materials must be submitted electronically; paper submissions will not be accepted.



ENTRY FEES & DEADLINES

- This year's entry fees are on a sliding scale, based on membership status and -- for nonprofit organizations -- 2024 fiscal year (FY) revenue (audited or unaudited).
- The entry form must be submitted according to the associated payment deadline.
(if you pay the early bird rate, your entry form must also be submitted by August 28).

Early Bird Pricing: August 5-28

Nonprofit Members 2024 FY revenue:

- | | |
|-----------------------------------|----------------|
| • Under \$1 million | \$25.00 |
| • From \$1 million to \$5 million | \$50.00 |
| • Over \$5 million | \$75.00 |

Business & Individual Members	\$75.00
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Non-Members*	\$100.00
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General Entry Pricing: August 29 – September 10

Nonprofit Members 2024 FY revenue:

- | | |
|-----------------------------------|-----------------|
| • Under \$1 million | \$50.00 |
| • From \$1 million to \$5 million | \$75.00 |
| • Over \$5 million | \$100.00 |

Business & Individual Members	\$100.00
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Non-Members*	\$125.00
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AWARDS

Gold - Awarded to the highest scoring entry in each category, per division.

Silver - Awarded to the second highest scoring entry in each category, per division.

DIVISIONS

There will be three divisions for the 2025 Philly Awards. Placement will be determined on the nonprofit organization's 2024 fiscal year revenue. Audited or unaudited revenue will be accepted.

JUDGING

Each entry submitted will be evaluated by a panel of marketing and communications experts. Nonprofit Connect staff reserves the right to ensure each entry is submitted in the most appropriate category.

Judges will award each entry 1—10 points in the following areas:

- **Strategy** -Does this submission have:
 - Clearly defined goals and objectives?
 - A clear target audience?
 - Alignment with the organization's mission?
- **Solution**— Does this submission have:
 - Excellent copy, design, and branding?
 - Intentional choices that align with the goals, objectives, and target audience?
 - Originality and creativity?
- **Results**— Are the outcomes of this submission:
 - Specific and / or measurable?
 - Aligned with the original goals and objectives?
 - An indicator of growth (i.e. a special event that increased attendance from the previous year *or* a new marketing campaign that increased the organization's visibility)?

Questions? Contact events@npconnect.org or 816.888.5600.



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SUBMISSION GUIDELINES

All supporting materials must be submitted electronically. Nonprofit Connect will not accept any submissions delivered in person or by mail. If you have any problems attaching files, please contact events@npconnect.org.

- A maximum of 5 files are permitted per entry and at least 1 is required.
- If you'd like to demonstrate the layout of any physical pieces, we encourage you to include photos or videos as well. [See example here](#). Scoring will be based on the content of your piece rather than the production quality of these attachments.
- If you need to provide URL Links, please paste them into a file and submit as a PDF.
- If you are submitting an entry in the video category, please only provide one file or URL Link.
- If you need to include multiple items of a similar format, such as photos, news articles, or social media posts we encourage [saving the items together as one PDF](#) under a single file. [See example here](#).
- Question responses are limited to 500 characters.



NOTIFICATION

Winners will be notified in early October. All awards will be announced in-person at the reception in early November.



CRITERIA

Entries must have been produced and/or published between January 1, 2024 and June 15, 2025.

Events must have been held by June 30, 2025.

Entries that have previously won a Philly Award may not be resubmitted.

There is no limit to the number of entries an organization can submit in total, but **only one submission is allowed per category**.

An organization and a creative agency may not separately submit the same marketing piece.

All entries must have been created by or for a nonprofit organization that serves, or is located in, the greater Kansas City area.

Entrants failing to follow directions, complete the entry form in its entirety, or submit all entry items electronically will have their submissions disqualified. Entry fees cannot be refunded.

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ANNUAL REPORT

A comprehensive report on your organization's impact, either published electronically or in print form.

COLLABORATIVE CAMPAIGN

Any marketing and communications collaboration between two, separate nonprofit organizations that increased awareness and achieved greater results for both than what would have been achieved separately.

FUNDRAISING CAMPAIGN

Any type of fundraising request or request for individuals to support your organization. *Please submit at least three pieces associated with the same project*, such as printed mailings, emails, and donor thank-you's.

IDENTITY CAMPAIGN

Elements produced to identify and communicate an organization's brand attributes such as logo, colors, mission statement or tagline. Brand standards manual preferred, otherwise *please include three separate examples of brand identity*.

INFORMATIONAL BROCHURE

A printed or electronic brochure, packet, or one sheet describing your organization, a specific program, or call to action.

NEWSLETTER or MAGAZINE

An organization's printed or digital newsletter / magazine that is regularly published and distributed to interested parties.









MARKETING CAMPAIGN

Multi-piece marketing campaign. *Must show use of at least three mediums*, possibly including the following: print, website, email, video, social media.



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-  **SHORT VIDEO (up to 90 seconds)**
Any video up to 90 seconds in length produced for your organization. Must be submitted as a URL.
-  **MEDIUM VIDEO (91 seconds to 5 minutes)**
Any video between 91 seconds and 5 minutes produced for your organization. (see criteria for *Short Video*)
-  **LONG VIDEO (more than 5 minutes)**
Any video longer than five minutes produced for your organization. (see criteria for *Short Video*)
-  **SOCIAL MEDIA BRAND MANAGEMENT**
An organization's social media content over the course of twelve months. *Examples from at least two different social media channels are preferred.* Please provide social media URLs and dates to be considered on the entry form.
-  **SOCIAL MEDIA CAMPAIGN**
Multi-piece social media campaign promoting a specific story, event or call to action. *Must include content from at least two different social media channels.* Please provide screenshots of specific posts when possible.
-  **SPECIAL EVENT INVITATION**
Invitation and any accompanying materials, inclusive of envelope, response card and/or sponsor card. *Entries with save the dates or additional materials will be re-categorized under Special Event Campaign. The same event invitation cannot be submitted in both Special Event categories.*
-  **SPECIAL EVENT CAMPAIGN**
Special event materials and communication. *Please include at least three separate special event materials* which can include a save the date card, program, thank you, and publicity materials.
-  **WEBSITE**
All websites must have been created or reconstructed between January 1, 2024 and June 15, 2025. **The website must represent the organization as a whole. Websites specifically for events must be submitted under the SPECIAL EVENT CAMPAIGN category.*