

# **Five Tips on Preparing FPRA Image Award Entries**

1. **Read the directions.** Make sure to address all five elements of the summary (Research, Objectives, Implementation, Evaluation and Budget). Don't try to fake any of them. You must provide valid information on each element.
2. **Track projects throughout the year, not just at awards time.** Keep a file for notes, surveys and documentation. It will make compilation that much easier.
  - a. Evaluate every project as a potential entry
  - b. Keep good records
  - c. Record your objectives
  - d. Set quantifiable goals
  - e. Organize support materials in sheet covers in your binder. Include survey results, proof of research, before and after samples, media clips, letters of appreciation, pertinent reference material. Get tapes of all radio and TV publicity.
3. **Plan ahead to conduct research and document results.** It will strengthen your work. Manage by fact. Measure your results.
4. **Put the most work into the summary, not just the notebook.** Be clear concise and factual, not just creative.
5. **Review the checklist provided in your call for entries.** Here are just a few sample requirements. See your call for entries for details.
  - Category noted.
  - Some part of the entry took place between the required dates on the form.
  - Entry is contained in a standard three-ring, hard-cover, stiff-spined binder no larger than three inches thick.
  - Entry form or facsimile is first page of entry.
  - Summary is no longer than two pages and is double-spaced. Type size is a minimum of 10 point with a 1" margin.
  - Three copies in addition to the original summary are included.
  - Brief organizational overview is included.
  - 50-word summary included for banquet.
  - All support materials labeled with proper identification.
  - Name to be used on award specified.
  - Check with duplicate of each entry form attached.
  - CD containing two-page summary, 50-word summary, and digital image is labeled, placed in an envelope and attached to the 50-word summary.