



Tips For Preparing Your Entry

Two-Page Summary



- Details the need for the public relations program or tool, how it was implemented and the results
- **Seventy percent of the scoring is based on the summary**
- Must have five sections:
 - Research/ Situation Analysis
 - Objectives
 - Implementation
 - Evaluation
 - Budget

Tips To Consider For Your Summary

**GOLD
RUSH**

Research/ Situation Analysis

- Identify the situation
 - Make the case for why your program or tool was needed
 - Summarize your situation and clearly identify the problem(s) or challenge(s) you needed to address
- Describe your formal or informal research
 - Keep in mind: this section isn't just about primary research
 - Provide evidence for the facts and make a solid case that the program or tool was needed
- Identify target audiences clearly
- Develop strategy for addressing the problem or issue

Tips To Consider For Your Summary

**GOLD
RUSH**

Objectives

- Writing strong objectives is critical to an award-winning entry
- Objectives must be relevant to your goals
- Based on desired outcomes, not activities
- Each objective should be specific in its expectation, have measurable criteria, relevant to a target audience and have a timeframe or deadline

Specific

Measurable

Achievable

Relevant

Time-Specific

Example Objectives



1) Garner at least three earned media stories with key messages in local media about the grand opening between Dec. 4 and Dec. 10, 2017. 2) Earn at least one story with key messages in a national media outlet between Dec. 4 and Dec. 10, 2017. 3) Double traffic to The Dwellings website to 800 site visits between Dec. 4 and Dec. 10, 2017. 4) Through increased awareness and traffic on the website, garner \$3,500 in donations to The Dwellings between Dec. 4 and Dec. 10, 2017

~ The Dwellings Grand Opening, 2018 Grand Golden Image Award, Division B

To achieve the following results by the end of the 12-months following the launch of the new site (March 1, 2017 - March 1, 2018): 1) To maintain an average of 1,500 site visits and 2,000 unique page views per month. 2) To establish a SEO-friendly website by having at least 30 keywords rank in the top three positions on search engines. 3) To generate an average contact to lead conversion rate of 12 percent. 4) Acquire at least 30 percent of site visitors from outside the U.S.

~ Interop Technologies Website Redesign, 2018 Grand Golden Image Award, Division C

Tips To Consider For Your Summary



Implementation

- Outline the steps used to achieve the stated objectives
- Give a compelling but concise description of what tactics and activities you undertook in your program or tool
- Be comprehensive and precise
- Showcase your creativity

Tips To Consider For Your Summary



Evaluation

- Outline the results of your program or tool
- How well did you achieve your stated objectives?
- Should mirror the objectives laid out in section 2
 - Give the specific measures achieved for each objective
 - Clearly illustrate how well each met or exceeded its expectations
- Make sure your success is very obvious to the judges

Example Evaluations



We earned a total of six stories containing key messages about the residents and the grand opening of The Dwellings between Dec. 4 and Dec. 10, 2017. This doubled our goal and was a complete sweep of all local media. 2) Apartment Therapy, a national housing blog that reaches over 20 million viewers, published a story about The Dwellings on Dec. 5, 2017. The story discussed The Dwellings as a “low-barrier housing solution,” noting that The Dwellings’ smart technology works to help those who are disadvantaged. As this was our key message for the national audience, this met our goal.3) Traffic on The Dwellings website skyrocketed to 1,847 visits in six days (Dec. 4-Dec. 10, 2017), 130 percent over our goal. Of these visits, 1,785 were new visitors, and 21 percent were referred from media websites.4) Between Dec. 4-Dec.10, 2017, The Dwellings received \$11,397 in donations. This number was particularly astounding as our press release did not include a call for donations.

~ The Dwellings Grand Opening, 2018 Grand Golden Image Award, Division B

All objectives set were surpassed. From March 1, 2017 to March 1, 2018,1)The site received an average of 1,660 visits and 2,625 unique page views per month (10.66% and 31.25%overgoal). 2) The sites average contact to lead converted at a rate of 16.09 percent (34.08% over goal). 3) As of March 1, 2018, the site ranked for 38 keywords in the top three positions on search (26.66% over goal).4) The site received 37.08 percent of its visitors from outside the United States (23.6% over goal).

~ Interop Technologies Website Redesign, 2018 Grand Golden Image Award, Division C

Tips To Consider For Your Summary



Budget

- Outline the financial outlay required for the development, implantation and evaluation of your program or tool
 - Include value of in-kind donations
- Include a calculation for staff time in the program
 - Express total dollar amount for the entire number of hours
 - Hourly rates, salaries or total number of hours isn't necessary
- Showcase the value of the investment made compared to the success of your program or tool
 - Calculate a return on investment
 - Compare costs to industry standards or other campaigns
 - Comparing original budget to actual expenses

Tips To Consider for your Support Materials



- Gather all of your support materials and organize them into one large PDF
- Create a table of contents so that it's easy for judges to follow along and find what they are looking for
- Be sure to label everything clearly
 - Identify what each item is so judges can understand its relevance