



# 2013 bitty awards

celebrating the creativity of small shop fundraisers everywhere!

## Your mission (should you choose to accept it)

To be eligible for entry, an organization's 2011 annual operating budget must be less than \$2.5 million. Entrants will be required to provide one complete direct mail package as mailed (no design proofs or photographs will be accepted), and draft a short essay relating their goals for the mailing, the size of the database mailed to, and, most importantly, their results. Entries will be judged on creativity, donor-focus, results and design.

The bitty award celebrates the millions of small community-based organizations throughout the world who are engaged every day in creative, donor and heart-focused fundraising – using limited resources.

Prizes awarded: First Prize, Second Prize, Honorable Mention, an Award for Multichannel (which includes direct mail), and, for those organizations who truly appreciate the lifetime value of a donor, Best Thank You Letter.

## Your package

• Campaign name (if applicable): \_\_\_\_\_

Direct Mail (single channel, direct mail only campaigns)

Multichannel (Direct mail and combination of email, social media or other)

Thank you letter

• When did your campaign start? \_\_\_\_\_

• Finish? \_\_\_\_\_

## Your results

- I. Please write a brief statement describing the goals and/or any special challenges of your package (donor acquisition, new program support, matching grant opportunity, etc.). What role does your organization's direct mail campaign play in your overall fundraising strategy? Include anything you'd like us to know about this particular package.

- Number of recipients mailed to: \_\_\_\_\_
- Total dollars generated: \_\_\_\_\_
- Response rate: \_\_\_\_\_
- Average gift: \_\_\_\_\_
- Total cost: \_\_\_\_\_
- cost to raise a dollar: \_\_\_\_\_

## You

- Organization name: \_\_\_\_\_
- Website URL: \_\_\_\_\_
- Contact person/Title: \_\_\_\_\_
- Address: \_\_\_\_\_
- City, State, Zip: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_

## Submission procedures

Each entry must include two (2) complete original packages as mailed, accompanied by its own entry form, and a check for \$15 (for processing) made payable to Pamela Grow.

Mailing Address: the bitty awards, PO Box 274, Haverford, PA 19041.

**Good Luck!**