



2023 Awards Competition
Recognizing work completed in 2022
Deadline: February 10, 2023

COMMUNICATION AWARDS

1. Annual/Biennial Report

This award honors outstanding efforts in presenting material for an annual/biennial report. Entries should display organization, attractiveness, and relevance to the intended audience and purpose. Submit a PDF of the annual/biennial report as one file or provide a link to the document online and include a username and password, if necessary. No mailed copies will be accepted.

Entries will be judged on:

Organization
Attractiveness
Quality and Consistency of Writing
Relevance to Intended Audience

2. Educational Resources

This award honors outstanding educational materials. These might include online resources, printed materials such as manuals or handbooks, history books, educational brochures, etc. Entries should demonstrate how informative copy and engaging design work together to educate the reader. Submit a PDF of the educational piece as one file or provide a link to the document online and include a username and password, if necessary. No mailed copies will be accepted.

Entries will be judged on:

Organization
Attractiveness
Quality and Consistency of Writing
Relevance to Intended Audience

3. Promotional Resources

This award honors an outstanding promotional piece, either print or digital. This might include a brochure, poster, social graphic, email, or another communication project that publicizes the organization, an event, a program, or a product. Entries should demonstrate how persuasive copy and engaging design work together to promote an idea. Submit a PDF of the promotional piece as one file or provide a link to the document online and include a username and password, if necessary. No mailed copies will be accepted.

Entries will be judged on:

Persuasiveness
Attractiveness
Relevance to Intended Audience

4. Publication Improvement - Printed Materials

This award honors outstanding efforts to improve an existing printed material other than a magazine. The piece must have undergone significant change during the calendar year of 2022 and may not be a magazine. Submit a PDF of the most recent previous and current updated resource and include a username and password, if necessary. No mailed copies will be accepted.

Entries will be judged on:

Improvement of Copy and Design
Overall Attractiveness of new version
Relevance to Intended Audience

5. Alumni/Alumnae Engagement Effort

The submission can be a printed or digital resource or channel specifically aimed to inform, educate, solicit, or engage alumni/alumnae members. Submit a PDF of the piece as one file or provide a link to the document online and include a username and password, if necessary. Outline the purpose of the piece, provide any metrics/analytics, and list any positive outcomes resulting from the effort. No mailed copies will be accepted.

Entries will be judged on:

Organization & Attractiveness
Usefulness and Relevance to Alumni/Alumnae
Success(es) of the effort

6. William C. Levere Award for Total Communication

This award honors the best communications program by an organization directed to members and/or an outside audience for a single purpose, such as a membership campaign, convention, or other. The submission should include several types of printed and/or digital materials and must include at least one piece produced during the calendar year of 2022. The communications program may or may not include social or digital components. Materials from previous years may be submitted as supporting material but must be labeled as to which part was produced in which year. Entries should display the program's creativity in writing and design and its ability to effectively communicate the message to the intended audience. Submit one PDF of all materials that make up the communications program as one file or provide a link to the document online and include a username and password, if necessary. No mailed copies will be accepted.

PLEASE NOTE: An organization can only win this award once in a three-year period. The following organizations are not eligible this year:

Beta Theta Pi, 2022
Kappa Kappa Gamma, 2021
Alpha Xi Delta, 2020

Entries will be judged on:

Consistency of the Message across various mediums and platforms
Creativity in Writing and Design
Organization & Attractiveness
Acceptance & Relevance to Intended Audience
Success(es) of the created material/s.

MAGAZINE AND WRITING AWARDS

7. Writing - Short feature (less than 1,000 words)

This award honors outstanding writing, on any topic, that is less than 1,000 total words. Judges will only judge text; they will not consider design or layout. Articles may have any direction (news, persuasive/opinion, etc.) and can be from a magazine, blog, newsletter, etc. Submit a PDF of the text of the article. All photos and graphics must be removed. Submit a PDF of the original article, as published, for the awards presentation (this file will not be visible to judges). No mailed copies will be accepted.

Entries will be judged on:

Compelling Opening
Engagingness of the copy
Thoughtful Conclusion
Style/tone and approach
Relevance to Intended Audience

8. Writing - Long feature (1,000+ words)

This award honors outstanding writing, on any topic, that is more than 1,000 total words. Judges will only judge text; they will not consider design or layout. Articles may have any direction (news, persuasive/opinion, etc.) and can be from a magazine, blog, newsletter, etc. Submit a PDF of the text of the article. All photos and graphics must be removed. Submit a PDF of the original article, as published, for the awards presentation (this file will not be visible to judges). No mailed copies will be accepted.

Entries will be judged on:

Compelling Opening
Engagingness of the copy
Thoughtful Conclusion
Style/tone and approach
Relevance to Intended Audience

9. Design - Feature Article

This award honors outstanding design of a feature article layout in a magazine that is three published pages or longer. The feature layout must be submitted in its entirety. Submit a PDF of the three-or-more-page feature article, as published.

Entries will be judged on:

Organization
Attractiveness
Relevance to Intended Audience

10. Story Packaging - Short (2-4 pages)

This award honors the ability to combine outstanding writing and design within a limited page count through creativity, presentation, and organization. The article should include additional graphic, sidebar, or visual elements beyond the main article. Submit a PDF of the entire article, as published.

Entries will be judged on:

Organization & Attractiveness
Combination of Different Elements
Relevance to Intended Audience

11. Story Packaging - Long (4+ pages)

This award honors the ability to combine outstanding writing and design concepts to tell a story through creativity, presentation, and organization. The article should include additional graphic, sidebar, or visual elements beyond the main article. Submit a PDF of the entire feature article, as published.

Entries will be judged on:

Organization & Attractiveness
Combination of Different Elements
Relevance to Intended Audience

12. Publication Improvement - Magazine

This award honors outstanding efforts to improve an existing magazine. The publication must have undergone significant change during the judging timeframe of the 2021 calendar year. Please do not submit if your organization did not do an intentional reorganization or redesign of your publication. Submit a PDF of the most recent previous and most recent updated publication. No mailed copies will be accepted.

Entries will be judged on:

Improvement of Design
Improvement of Copy
Overall Attractiveness of new version
Relevance to Intended Audience

13. Fred F. Yoder Award for Overall Excellence

This award is given for overall excellence of a total publication as demonstrated in a magazine. Every issue published within the judging timeframe of the 2022 calendar year must be submitted. All magazines will be judged, from cover to cover, on writing, design, readability, and relevance of the publication to its intended audience. Submit a PDF (as all issues combined into one file, or up to 12 individual files, no file size limit.) of all 2022 issues of the publication. No mailed copies will be accepted.

PLEASE NOTE: An organization can only win this award once in a three-year period. The following organizations are not eligible this year:

Kappa Alpha Order, 2022
Delta Gamma, 2021
Beta Theta Pi, 2020

Entries will be judged on:

Quality and Consistency of Writing and Design across issues
Readability
Organization & Attractiveness
Relevance to Intended Audience

DIGITAL AWARDS

14. Blog

This award honors the outstanding presentation of a blog managed by headquarters staff. The blog may be general to the organization, related to a specific topic, or presented for a limited audience. Entries should be well designed and easy to navigate with engaging content for their intended reader. Submit a link to the blog website and include a username and password, if necessary.

Entries will be judged on:

- Quality and Consistency of the content
- Creativity in Writing and Design
- Organization & Attractiveness
- Ease of navigation
- Relevance to Intended Audience

15. Inter/National Website Improvement

This award honors outstanding efforts to improve an organization's main website. The website must have undergone significant change during the judging timeframe of the 2021 calendar year. Entries should display excellence in overall content, design, creativity and navigation. Submit a link to the website and include a username and password, if necessary.

Entries will be judged on:

- Improvement of Design
- Improvement of Copy
- Overall Attractiveness and Creativity of new version
- Ease of Navigation
- Relevance to Intended Audience

16. Video Presentation - Short (up to 3 mins)

This award honors outstanding efforts in video production. Entries should be no longer than three minutes in total length. Presentations can be on any topic and should demonstrate creativity, originality, and inventiveness. Submit a link to the complete video and include a username and password, if necessary.

Entries will be judged on:

- Quality and Consistency of video/imagery and audio content
- Organization & Attractiveness
- Creativity
- Originality
- Inventiveness
- Relevance to Intended Audience

17. Video Presentation - Long (3+ mins)

This award honors outstanding efforts in video production. Entries should be at least three minutes or longer. Presentations can be on any topic and should demonstrate creativity, originality, and inventiveness. Submit a link to the complete video and include a username and password, if necessary.

Entries will be judged on:

Quality and Consistency of video/imagery and audio content
Organization & Attractiveness
Creativity
Originality
Inventiveness
Relevance to Intended Audience

18. Social Media Engagement

This category judges overall engagement across a group's social media platforms, regardless of the organization's size and which platforms are used. Entries will be judged on specific metrics provided by applicants. Relevant data is provided by each social media platform's native reporting tool. Consider using a metric like engagement rate to demonstrate the success of each platform. Submit one PDF that is no more than three pages. It should provide relevant analytics that demonstrate how much engagement your platforms receive as well as a few examples of successful posts.

Entries will be judged on:

Engagement Rates
Provided examples of successful posts (Content and Imagery)
Attractiveness on respective platforms
Usage of various platforms
Relevance to Intended Audience

19. Specific Purpose Website

This award honors outstanding efforts in communication for a specific purpose through a website. These might include the organization's site for its Foundation, convention, fundraising campaign, etc. Entries should display excellence in overall content, design, creativity, and navigation. Submit a link to the website and include a username and password, if necessary.

Entries will be judged on:

Quality and Consistency of Content and Design
Overall Attractiveness and Creativity
Ease of Navigation
Relevance to Intended Audience

20. Digital Newsletter

This award honors outstanding efforts in communication through a digital newsletter—an online publication or email that gives specialized information to a limited audience. Entries should display excellence in overall content, design, creativity, and organization. Submit a PDF of, or direct link to, the digital newsletter. Up to four (4) examples of the newsletter may be included.

Entries will be judged on:

Quality and Consistency of Content and Design
Organization & Attractiveness
Creativity
Relevance to Intended Audience

21. Excellence in Digital Integrated Marketing

This category judges one specific campaign managed by the headquarters staff or volunteers. The campaign must include social media or digital components. Examples include, but are not limited to, Founders Day, chapter installations, alumni/ae recruitment, or fundraising. Samples from the campaign are necessary as supporting documentation as well as a description of the goal and the outcome.

Tangible data, such as insights and engagement, will be considered as part of the application. Examples of supporting documentation include statistics and metrics from administrative tools, such as insights from WordPress, native social media platform reporting, mass email analytics, or details from third-party sites like Sprout or Google Analytics.

Submit one PDF (no more than two pages) that explains the campaign's target audience, strategy/objective, and supporting data. Examples of digital components from the campaign may also be included. Up to 12 documents may be uploaded; no file size limit.

PLEASE NOTE: An organization can only win this award once in a three-year period. The following organizations are not eligible this year:

Alpha Chi Omega, 2022
Sigma Tau Gamma, 2021
Zeta Tau Alpha, 2020

Entries will be judged on:

Quality and Consistency of Content and Design across various mediums and platforms
Statistics, Metrics, and analytics
Organization & Attractiveness
Acceptance & Relevance to Intended Audience
Success(es) of the Campaign

CRITIC'S CHOICE AWARDS

There shall be only one vote per organization per category. If multiple votes are received by an organization they will be disqualified and not counted. Online voting will commence after the award submission process concludes.

22. Cover Design

The entry should be the design of a magazine cover created during the calendar year of 2022. This is one of only four awards that will be judged by FCA members via the online voting gallery. Submit a jpeg/jpg of the cover, as published. The maximum size allowed is 25MB. NOTE: PDFs will not present well in the online voting gallery.

Entries will be judged on:

Attractiveness of Design
Engagingness to the Reader
Relevance to Intended Audience

23. Logo Design

The entry should be a logo created during the calendar year of 2022. Entries should have originality, attractiveness, and relevance to the intended audience and purpose. This is one of only four awards that will be judged by FCA members via the online voting gallery. Submit a jpeg/jpg of the logo. The maximum size allowed is 25MB. NOTE: PDFs will not present well in the online voting gallery.

Entries will be judged on:

Attractiveness of Design
Relevance to Intended Audience

24. Design - Single Page

The entry should be a single-page layout design except for the front cover of a magazine created during the calendar year of 2022. One page of a multi-page design may not be submitted. This is one of only four awards that will be judged by FCA members via the online voting gallery. Submit a JPEG of the single-page layout, as published. The maximum size allowed is 25MB. NOTE: PDFs will not present well in the online voting gallery.

Entries will be judged on:

Attractiveness of Design

Relevance to Intended Audience

25. Design - Two-Page Spread

The entry should be from a magazine, tabloid, or other similar spread created during the calendar year 2022. This is one of only four awards that will be judged by FCA members via the online voting gallery. Submit a JPEG of the two-page spread (not individual pages), as published. The maximum size allowed is 25MB. NOTE: PDFs will not present well in the online voting gallery.

Entries will be judged on:

Attractiveness of Design

Relevance to Intended Audience

26. Social Media Engagement – Single Post

The entry should be a single social media post along with three brief bullet points outlining the purpose of the post, any metrics/analytics of the post, and the positive outcomes resulting from the post. This can include a series of images that were included in the single post, either on the feed or in a story format. Posts including videos are also eligible. Submit a jpeg/jpg or PDF of the post, or a link to the post, along with explanatory bullet points.

Entries will be judged on:

Engagement Rates

Content and Imagery

Relevance to Intended Audience

Outcome of Social Media Engagement

SERVICE AWARDS

27. Outstanding Committee Chair

This award pays tribute to the efforts of a particular committee chair and recognizes their hard work and loyalty to our Association. This award is chosen by the Board of Directors based on outstanding service to the Association.

28. Outstanding Committee Member

This award pays tribute to the efforts of a particular committee member and recognizes their hard work and loyalty to our Association. This award is chosen by the Board of Directors based on outstanding service to the Association.

29. Outstanding Associate Partner

This award thanks and recognizes an Associate Partner for their generosity to the Association and for supporting our cause. This award is chosen by the Board of Directors based on outstanding service to the Association.

AWARDS OF DISTINCTION

30. Marilyn Simpson Ford Award of Distinction

To formally recognize an individual's commitment to the Association and their time, service, and dedication to the vision and its purpose, the Association created the Marilyn Simpson Ford Award of Distinction recognizing an FCA member for their voluntary contributions. The award was established in 1989 by Pi Beta Phi Fraternity to honor its former editor Marilyn Simpson Ford and is presented each year at the annual conference.

What to Submit

- Describe the individual's commitment to the Association and how they have helped advance the Association's vision and purpose. Please include a list of positions held and contributions made to Association projects.
- No more than two letters of recommendation will be accepted for each applicant.
- All materials must be submitted electronically. No mailed materials will be accepted.

31. Evin C. Varner, Jr. Award of Distinction

As the Grand Senior President of Alpha Sigma Phi Fraternity and President of College Fraternity Editors Association (CFEA), now the Fraternity Communications Association, Evin Varner led both organizations to enhanced programs. He was a leader and speaker in many interfraternal programs and won many awards as editor of his fraternity's magazine, *The Tomahawk*. He achieved all this while compiling a distinguished career in communications, marketing, and public relations. He was the first recipient of the award, shortly before his death in 1985.

Evin always had time for individuals who sought his counsel, and he easily shared his sense of mission. He was an innovator, a doer and above all, a friend. He influenced others' appreciation of the role of the fraternal communicator and the effectiveness of interfraternal cooperation. It is this spirit—the outreach of caring and sharing, as well as communicating and achieving—that the Evin C. Varner, Jr. Award memorializes, recognizes, and inspires others.

The nominee must be a member of an FCA member organization but need not be a member of the nominating organization. Over a period of years with notable efforts and results, the Varner Award nominee should have communicated the meaning of "fraternity" through working for their fraternity. The nominee should also have demonstrated sincere and credible leadership and service to the Greek letter system.

What to Submit

- Submit resume of the nominee (limit two pages). Please include the following: service to fraternity or sorority; service to the Greek system, including interfraternal groups and colleagues; contributions to outstanding projects and accomplishments.
- Describe how the nominee has communicated the meaning of "fraternity" through writing, public speaking, or other form of expression; and describe the personal characteristics that make your nominee an exemplary role model for other individuals in the Greek community (limit one page).
- Articles written by or about the nominee that best represent his or her thoughts and beliefs about "fraternity" (limit three).
- Letters of recommendations, including one from a top-ranking official of the nominee's or nominator's organization (limit three).
- All materials must be submitted electronically. No mailed materials will be accepted.