



2024 Worthy Awards Entry Instructions

Please follow the directions when entering your work.

Failure to follow the entry requirements outlined below will result in **disqualification**.

Criteria are based on PRSA's national Silver Anvil Awards.

Eligibility

Competition is open to all members of GFW PRSA. Submitted work must have been completed between July 1, 2023 and June 30, 2024 and **MUST NOT** have been entered in prior Worthy Awards. Individuals may submit work completed for an organization that is a former client or employer, but must obtain permission from the company.

Important Dates

Early-Bird Entries:

Friday, Aug. 2 by 5 p.m.

Deadline:

Friday, Aug. 30 by 5 p.m.

Awards Ceremony:

Friday, Nov. 8

Entry Preparation and Judging Criteria

Non-compliance with these guidelines will result in disqualification. All entries must:

- Include actual program or project elements.
- Be submitted as 8 ½" by 11" PDFs of no more than 7 MBs.
- Complete and include the entry form with each entry and include the category number and title, the entrant's name, company, and business address as well as the entrant's telephone number and email address.

Entry Fees

Members:

- Early-Bird discount: \$80
- Deadline entry: \$100

Non-Members:

- Early-Bird discount: \$120
- Deadline entry: \$140

Payment Options for 2024 Worthy Awards:

- Via Eventbrite (If paying via Eventbrite, please include receipt in entries and upload to Google Drive.)
- Check: One check for multiple entries is acceptable. Fees must be paid by the entry deadline. Make checks payable to: GFW PRSA, P.O. Box 1516, Fort Worth, TX 76101

Online Entry Form, Payment and Submission Instructions:

Please complete the entry form and save your form to be included as the first document in your entry, along with your proof of payment.

Note: Entries missing payment will be disqualified.

Package the following into your award entry in this order for judging. Packages should be no larger than 7 MBS:

1. Online Entry Form
2. Proof of Payment, if fees are paid via Eventbrite
3. Two Page Description
4. Representative Supporting Materials

Please save your document with the naming scheme: Company/Entrant Name_Name Of Entry_Category
Example: GFWPRSA_PressKit_B1

If entering a sub-category, please save your document with the naming scheme: Company/Entrant Name_Name Of Entry_Category_Subcategory
Example: GFWPRSA_PressKit_B1_1A

Upload and share your entry using Google Docs. **You will need access to Google Docs to submit awards.**

1. Upload your PDF entry package to your professional or personal Google Drive.
2. Submit by sharing your package with the email address worthyawards@gmail.com.
3. Be sure to select the proper setting for link sharing in order for judges to view your entry. In the upper right-hand corner of your document, click the three vertical dots, select "Share."
4. Check to ensure worthyawards@gmail.com is added as a user with access to your document.
5. Under "Get link" click "Change to anyone with the link," click the down arrow and select the option that allows anyone with the link to view the file.

Two-Page Description:

A two-page typed (12-point or larger typeface) description must accompany each entry. The description must address each of the following criteria in the following order. Entries will be scored on a point system relative to how well judges believe they meet the criteria in these four sections:

1) RESEARCH

Analyze or describe the situation on which the program is based; specify the research methods utilized.

2) PLANNING

Describe the objective and how each objective will be measured. Thoroughly explain the strategies and tactics selected as well as the timeline, budget and any challenges encountered.

3) IMPLEMENTATION

Describe the program or project implementation as it relates to the specific strategies and tactics. This could include materials used, in-progress adjustments made to the plan, techniques used and how management support was obtained. Outline what challenges were met and how effectively resources were employed.

4) EVALUATION

Describe how success was evaluated and how results actually measured against objectives. Budget and timeline must also be addressed, including final expenditures in relation to initial budget and cost-effectiveness.

Representative Supporting Materials:

Supporting materials, such as program plans, financial documents, photos, leers, scripts, media clips or other collateral materials should be included. Use title pages to separate supporting materials for the four sections: research, planning, implementation and evaluation.

Entry Deadlines:

Early-Bird Entries:

Friday, Aug. 2 by 5 p.m

Deadline:

Friday, Aug. 30 by 5 p.m.