

2024 Advocacy Innovation Awards Sample Nomination Form

We require all nominations to be submitted through the online submission form available [here](#). However, you may also submit your answers via a Word or PowerPoint document, as well as any supplemental materials, to awards@pac.org. All nominations are due by Monday, November 20th, at 11:59 p.m. Eastern.

Organization being nominated

- Name of principal staff person responsible for nominated program
- Title
- Phone
- Email

Are you an employee of the organization being nominated?

For which category is your nomination? (Select one category only)*

- Grassroots Innovation
- Communications Innovation
- Lobbying Strategy Innovation

Describe the innovation or effort you wish to nominate. If applicable, why is this effort different than the nominated program's previous initiatives?

What challenges prompted this initiative? (Examples include budget constraints, lack of leadership buy-in, stagnating receipts, etc.)

Why is this innovation or effort different from other advocacy initiatives at other organizations? What makes this new for the advocacy industry?

What are the key lessons for other experienced advocacy programs?

What metrics can you provide to demonstrate the impact of this effort?

How did this effort promote inclusiveness or participation in an advocacy program, expand civic-mindedness within the organization and/or take into consideration the organization's unique culture?