

Public Affairs Innovation Awards: Nomination Questions

We strongly recommend you complete all nominations via the online submission form available at www.pac.org/innovationawards. 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 **Wednesday, November 15, 2017** by 11:59 p.m. EST.

In the nomination form, nominators will be asked the following questions about the nominated initiative:

- Category selected:
 - Grassroots Innovation
 - Communications Innovation
 - Engagement Strategy Innovation
 - Outstanding PAC
- Contact person of the effort being nominated, along with contact information
- Nominator's name and contact information, if different from above
- Answers to the following questions:
 1. Describe the innovation or effort you wish to nominate. If applicable, why is this effort different than the nominated program's previous initiatives?
 2. What challenges prompted this initiative? (Examples include budget constraints, leadership changes, lack of stakeholder buy-in, etc.)
 3. Why is this innovation or effort different from other advocacy or PAC initiatives at other organizations? What makes this new for the advocacy or PAC industry?
 4. What are key lessons for other experienced advocacy or PAC programs?
 5. What metrics can you provide to detail the impact of this effort?
 6. How did this effort promote inclusiveness in the advocacy program or PAC, expand civic-mindedness within the organization and/or take into consideration the organization's unique culture?

For Outstanding PAC nominations only:

- Anticipated 2017 election cycle receipts
- Anticipated 2017 participation rate

Note: The size of the PAC is not a factor in determining award recipients but is merely helpful in allowing the judging committee understand the scope of the initiative.

In completing your nomination, we encourage you to consider the judging criteria, available [here](#).

All submissions should be sent to awards@pac.org.