

INTERFAITH YOUTH CORE
BETTER TOGETHER
AWARDS 2012



In May 2012, the year's top Better Together campaigns will be recognized for their creativity and impact. Win lots of \$\$\$ for your campaign's chosen cause, and earn national recognition for the great work you've done!

What's next?

HOW TO NOMINATE YOUR CAMPUS...

The nomination form will be available at ifyc.org/bettertogether in early March 2012. Nominations will be due in late April. Winners will be announced in May.**

IN THE MEANTIME...

Track your impact! How many people attend your events? How much money have you raised? How many service hours have you put in? Capture stories of individual and campus impact. Take photos and video. Get ready to introduce the world (and the selection committee) to your campaign!

BEST OVERALL CAMPAIGN ...

This prize will be awarded to the campaign team that excels in meeting the overall campaign goals (remember, they are: mobilize many others to voice, engage, act; change your campus by raising the volume on interfaith cooperation and by sustaining the movement; and grow yourselves as leaders).

To decide a winner, the selection committee will ask these questions:

- Did your campaign have a clear interfaith focus with good opportunities for participants to voice, engage, and act during events held?

\$2,500



- Did you engage a large number of participants (large numbers generally or a large percentage of the student body)?
- What impact was made on your selected action issue? (Impact can be measured by dollars raised, number of hours served, people reached, etc.)
- Did you get administration, staff, and/or faculty to support your campaign or get involved?
- Have you developed a smart plan to make Better Together sustainable on campus?

POWERFUL PARTNERSHIPS ...

This prize is awarded to the campaign that best demonstrates interfaith partnership. This could be partnership between different groups on campus, community organizations, or between two students. The selection committee will ask:

- Did your campaign involve two or more groups or individuals whose partnership exemplifies interfaith cooperation?
- Did this partnership enhance your Better Together campaign?

\$500



MEDIA MAVENS ...

This prize is awarded to the campaign that most successfully utilizes media (of any kind) to spread word of their campaign and advance interfaith cooperation. The selection committee will ask:

- How big (# of members) and active (# of posts, # of photos, etc.) is your campus Better Together Facebook group?
- Did your campaign team publish quality content that emphasized

the importance and potential of interfaith cooperation? Did you publish on at least one (if not more than one) of these platforms: Facebook, a blog platform, or Twitter?

- Did you get print coverage at least once for a Better Together event or your campaign?
- Did you use creative message-spreading tactics (online and offline)?

\$500



CAMPUS IMPACT ...

This prize is awarded to the campaign that leaves the biggest mark on campus. The selection committee will ask itself:

- How big (# of members) and active (# of posts, # of photos) is your campus Better Together Facebook group?
- Did you get administrators, staff, and/or faculty to make public statements of support for your campaign and/or get involved directly?

\$500



- Has your campaign team worked to make your efforts sustainable? For example, by: recruiting and supporting new leaders to continue the campaign next year, building strong relationships with staff or faculty who are committed to helping students continue the work from year to year, putting plans in place for next year's campaign activity before the end of the school year, etc.

MOST INSPIRING ISSUE IMPACT ...

This prize is awarded to the campaign that makes the most inspiring impact on one action issue. The selection committee will ask:

- Did your campaign include a clearly articulated action issue? (Bonus: Was the issue timely and campus-relevant?)
- Can you show us impressive impact metrics that also demonstrate an ability to involve and educate others? For example:
 - # of dollars raised/hours served/goods donated

- # of people engaged in raising funds/service
- Evidence of participants' increased awareness and understanding of the issue
- Praise from those impacted by your work



MOST CREATIVE BETTER TOGETHER EVENT ...

This prize is awarded to the campaign that holds the most creative Better Together event. The selection committee will ask:

- Did you include all Better Together elements (voice, engage, act)?
- Was your event idea original?
- Can you demonstrate that the idea was compelling to others? (For example, via attendance, media attention, etc.)
- Did your event include elements that made the event visibly part of your Better Together campaign?



Details ...

**Things to know about winning a Better Together award: 1) Winners in any category must demonstrate that their efforts are part of a campus Better Together campaign. 2) Campuses may apply to win several awards, but will be awarded no more than one. 3) The awards criteria listed indicate typical characteristics looked for by the selection committee; however, a campus might not fulfill all criteria for any given award and still win that award.

