

SUBMISSION CRITERIA

Eligibility

- 1. Entrants must be either registered not-for-profits or charitable organizations in North America looking to reinvent their approach to marketing.
- 2. Organizations understand that Jan Kelley has the ultimate decision about how the allocated in-kind dollars are utilized. A formal Scope of Work (Approach, Outcomes, Timeline, Parameters, Expectations, etc.) will be developed and signed prior to project kick-off.
- 3. Entries must conform to the Submission Requirements (see below) and all sections of the form are mandatory.
- 4. Organizations must submit on their own behalf. Nominations are not permitted.
- 5. The suggested project must be started and completed in 2024.
- 6. Members of Jan Kelley and their families are not eligible to enter/be an organization's point of contact.
- 7. Applications must be submitted by November 30, 2023 at 11:59 PM ET to be considered.
- 8. Jan Kelley will contact the shortlisted charities the week of December 11, 2023 to conduct a 30-minute interview.

We particularly encourage applications from diverse and underrepresented groups.

Evaluation Criteria

Organization's Purpose	<ul style="list-style-type: none">• Clearly defined purpose• Demonstration of positive contribution and track record• Organization's impact on the world• Organization's digital maturity <p>Note: Priority will be given to organizations that support people and the planet</p>	5 points
Organization's 2024 Goal	<ul style="list-style-type: none">• Clearly defined 2024 goal• Demonstrated understanding of the impact of marketing on goal• Demonstrated interest in Digital Transformation	5 points
Organization's Desired Impact	<ul style="list-style-type: none">• Demonstrated understanding of Jan Kelley• Clearly defined expectations and measures of success• Demonstrated long-term outlook• Internal investment (resources, time, hard costs if applicable)	5 points
Organization's Cultural and Values Alignment	<ul style="list-style-type: none">• Alignment with Jan Kelley's values• Alignment with Jan Kelley's culture	5 points

