



# 2009 MEDIA FAIR

The National Fuel Funds Network is excited to present the **2009 NFFN MEDIA FAIR!** This year's annual event culminates at the National Energy and Utility Affordability Conference, **June 15 -17, 2009**, at the Double Tree Hotel Portland-Lloyd in Portland, Oregon. New this year, the media fair is a non competitive and all materials will be displayed in the Conference Media Fair Gallery.

This is a wonderful opportunity for **NFFN Members** to showcase their fuel funds materials that bring donations and awareness to fuel funds and charitable energy assistance programs. Plus, you can pick up great ideas by looking at media samples of other fuel funds in the Media Fair Gallery!

**There are two media categories - based on two types of media campaigns:** (1) **Awareness/Advocacy Campaign** and (2) **Fundraising Campaign**. Your organization may demonstrate the success of your campaign(s) by submitting one to five media items and a short narrative for each campaign. There is no longer a distinction between materials produced in-house vs. professionally produced.

NFFN is looking forward to featuring media entries meeting the following criteria:

- Prepared with user-friendly and understandable information.
- Used distinctive and original ideas and designs.
- Included a clear call-to-action.
- Communicated facts in a compelling manner.
- Advanced public understanding of the issues, problems or concerns or publicized and promoted new or existing services, ideas, or products.
- Demonstrated a significant return-on-investment.

To be included, just follow these guidelines:

- You may submit entries if you are a NFFN member in good standing.
- All media materials must have been used between April 17, 2008 and April 15, 2009.
- You must complete an entry form for each category submitted and securely attach it to the media items. See attached "Media Items and Entry Requirements" for specific item entry requirements.
- Please note that submitted material will not be returned.
- **All entries must be received by 5:00 PM EST, Thursday, April 30, 2009.**

If you have questions, please contact the 2009 Media Fair Coordinator, Colleen McDonough, by e-mail at [cmcdonough@gove.org](mailto:cmcdonough@gove.org) or by phone at (412) 431-5087 or, contact the NFFN at (202) 824-0660.

***Enter the 2009 Media Fair Today!***

# The Media Fair Format

Fuel funds create media pieces for two purposes: (1) to increase public awareness of the issues or (2) to raise fuel fund dollars. We have designed the Media Fair to honor the items you used to succeed in your annual campaigns.

You may select one to five (1 to 5) individual media pieces to demonstrate the success of each campaign. **If you choose, you may submit a sample of the same media item to both campaigns. However, you must supply the appropriate number of items for each campaign. For example – if you are submitting an Annual Report to both campaigns, you must send 1 copy with the Awareness/Advocacy Campaign entry and 1 copy with the Fundraising Campaign entry.**

Examples of Media Entries for 2008

## (Example) Entry #1 – Awareness/Advocacy Campaign

Fuel Fund XYZ's Awareness/Advocacy campaign included radio media and several printed media pieces.

The entry includes:

- A printed newsletter that was sent to customers
- A bill insert to customers
- An annual report
- A printed brochure
- A paid radio commercial

There should be a 300 word or less descriptions of the purpose of each piece of the awareness/advocacy materials, including return on investments

## (Example) Entry #2 – Fundraising Campaign

Fuel Fund ABC's fundraising campaign included a gala and a fundraising donation for a stuffed bear.

The entry includes:

- A printed invitation to a gala
- A billboard advertising the event
- A TV PSA notice of the date of the gala, the auction items donated for the gala, the celebrities who will MC the gala, etc.
- A flyer explaining the opportunity to purchase a stuffed bear and donate to the fund.
- A sample of the fundraising item bear.

There should be a 300 word or less descriptions of the purpose of each piece of the fundraising, including return on investments.



===== MEDIA FAIR ENTRY FORM =====

# Awareness / Advocacy Campaign

NFFN Member Organization Submitting the Entry \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Organization for which the piece was created: \_\_\_\_\_

**Please check the media items that are included in this entry. The minimum is 1 item and the maximum is 5 items.**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> TV PSA             | <input type="checkbox"/> Radio PSA                    | <input type="checkbox"/> Web Site                          |
| <input type="checkbox"/> Bill Insert        | <input type="checkbox"/> Annual Report                | <input type="checkbox"/> Published News or Feature Article |
| <input type="checkbox"/> Direct Mail Piece  | <input type="checkbox"/> Promotional Fundraising Item | <input type="checkbox"/> Broadcast News Coverage           |
| <input type="checkbox"/> Paid TV Commercial | <input type="checkbox"/> Paid Radio Commercial        | <input type="checkbox"/> Newsletter                        |
| <input type="checkbox"/> Paid Ad            | <input type="checkbox"/> Fundraising Event            | <input type="checkbox"/> Other _____                       |
| <input type="checkbox"/> Other _____        | <input type="checkbox"/> Other _____                  | <input type="checkbox"/> Other _____                       |

**Total number of pieces submitted:** \_\_\_\_\_

Share facts. Feel free to boast. **Submit a separate typed sheet containing 300 words or less** to describe your campaign.

**Please tell us about your overall campaign.** We want to know about your organization and the media items you use for your energy/fuel fund. Include information such as:

- ☛ Describe how the item(s) you are submitting fit into your overall campaign.
- ☛ How are they used to raise awareness? What was your strategy?
- ☛ Why did you choose to submit the item(s) you submitted for this NFFN Media Fair?
- ☛ What was the response to the item(s) you chose to submit?
- ☛ **What was your return on your investment of time and money?**
- ☛ **What made your campaign successful, and how do you know it was successful?**

Mail your Entry Form(s) and all related material(s) so that they are received **no later than 5:00 PM EST, Thursday, April 30, 2009** to:

Colleen McDonough  
Gove Group, Inc.  
226 Paul Street  
Pittsburgh, PA 15211



===== MEDIA FAIR ENTRY FORM =====

## Fundraising Campaign

NFFN Member Organization Submitting the Entry \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

Organization for which the piece was created: \_\_\_\_\_

**Please check the media items that are included in this entry. The minimum is 1 item and the maximum is 5 items.**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> TV PSA             | <input type="checkbox"/> Radio PSA                    | <input type="checkbox"/> Web Site                          |
| <input type="checkbox"/> Bill Insert        | <input type="checkbox"/> Annual Report                | <input type="checkbox"/> Published News or Feature Article |
| <input type="checkbox"/> Direct Mail Piece  | <input type="checkbox"/> Promotional Fundraising Item | <input type="checkbox"/> Broadcast News Coverage           |
| <input type="checkbox"/> Paid TV Commercial | <input type="checkbox"/> Paid Radio Commercial        | <input type="checkbox"/> Newsletter                        |
| <input type="checkbox"/> Paid Ad            | <input type="checkbox"/> Fundraising Event            | <input type="checkbox"/> Other _____                       |
| <input type="checkbox"/> Other _____        | <input type="checkbox"/> Other _____                  | <input type="checkbox"/> Other _____                       |

**Total number of pieces submitted:** \_\_\_\_\_

Share facts. Feel free to boast. **Submit a separate typed sheet containing 300 words or less** to describe your campaign.

**Please tell us about your overall campaign.** We want to know about your organization and the media items you use for your energy/fuel fund. Include information such as:

- ☛ Describe how the item(s) you are submitting fit into your overall campaign.
- ☛ How are they used to raise funds? What was your strategy?
- ☛ Why did you choose to submit the item(s) you submitted for this NFFN Media Fair?
- ☛ What was the response to the item(s) you chose to submit?
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## MEDIA CATEGORIES & ENTRY REQUIREMENTS

ITEM	ENTRY REQUIREMENTS PER CAMPAIGN
<b>Paid Television Commercial:</b> a TV commercial that you paid to have played on TV	<ul style="list-style-type: none"> <li>➤ 2 copies of VHS video or DVD must accompany entry</li> <li>➤ Include a description of how and when it was used</li> </ul>
<b>Television Public Service Announcement:</b> a public service announcement that was played on TV at no cost to your organization	<ul style="list-style-type: none"> <li>➤ 2 copies of VHS video or DVD must accompany entry</li> <li>➤ Include a description of how and when it was used</li> </ul>
<b>Paid Radio Commercial:</b> a radio commercial that you paid to have played on the radio	<ul style="list-style-type: none"> <li>➤ 2 copies of a disc must accompany entry</li> <li>➤ Include a description of how and when it was used</li> </ul>
<b>Radio Public Service Announcement:</b> a public service announcement that was played on the radio at no cost to your organization	<ul style="list-style-type: none"> <li>➤ 2 copies of a disc must accompany entry</li> <li>➤ Include a description of how and when it was used</li> </ul>
<b>Broadcast News Coverage</b> –TV coverage of a news event related to your organization	<ul style="list-style-type: none"> <li>➤ 2 copies of VHS video tape or DVD must accompany entry</li> <li>➤ Include a description of how and why it was aired</li> </ul>
<b>Web Site:</b> web site that can be accessed by your clients for information related to your organization	<ul style="list-style-type: none"> <li>➤ web address</li> <li>➤ 2 copies of home page of web (max 5 pages)</li> <li>➤ include a short description of how web site is used</li> </ul>
<b>Paid Print Advertisement</b> – a newspaper or magazine or billboard paid ad	<ul style="list-style-type: none"> <li>➤ 2 copies of print advertisement in the original media must accompany entry</li> </ul>
<b>Published News or Feature Article</b> – a newspaper or magazine article	<ul style="list-style-type: none"> <li>➤ 2 copies of news or article must accompany entry</li> <li>➤ print source must be apparent (copy of actual page from publication)</li> </ul>
<b>Newsletter</b> – a regularly published newsletter from your organization	<ul style="list-style-type: none"> <li>➤ entry must include only one newsletter issue</li> <li>➤ 2 copies of the one newsletter must accompany entry</li> </ul>
<b>Bill Insert</b> – an insert that is placed in consumers’ monthly bills	<ul style="list-style-type: none"> <li>➤ 2 copies of bill insert must accompany entry</li> </ul>
<b>Direct Mail Piece – Marketing Letter, Postcard, Brochure or Booklet</b> – a piece used to inform / solicit	<ul style="list-style-type: none"> <li>➤ 2 copies of piece must accompany entry</li> <li>➤ include a brief explanation of how the piece is used (audience) and the return on investment of the mailing</li> </ul>
<b>Annual Report</b> – the printed report that summarizes the organizations yearly activities and finances	<ul style="list-style-type: none"> <li>➤ only Fuel Fund Assistance portion of the report will be judged – this section must be clearly marked</li> </ul>
<b>Promotional Fundraising</b> – an item or event that your organization uses to solicit funds	<ul style="list-style-type: none"> <li>➤ only ONE promotional item must accompany entry</li> <li>➤ 2 copies of literature that accompanied item must be included</li> <li>➤ include 2 copies of an account of your return on investment of this campaign</li> </ul>
<b>Fundraising Event</b> – an event that was used by the fuel fund to raise money	<ul style="list-style-type: none"> <li>➤ 2 copies of collateral material of event</li> <li>➤ include a short description of ROI of event</li> </ul>
<b>Other</b> – media that is not listed above but was used by the fuel fund	<ul style="list-style-type: none"> <li>➤ 2 copies of this material</li> <li>➤ include a short description of ROI</li> </ul>

# **NFFN 2009 Media Fair Checklist for Your Application**

## **For an entry in the Awareness/Advocacy Campaign**

- \_\_\_ **Completed Media Fair Entry Form – “Awareness/Advocacy Campaign”**
  
- \_\_\_ **1 to 5 media items (see required number of copies and information required of each listed on the Media Categories & Entry Requirements Form)**
  
- \_\_\_ **300 word or less description of your Awareness/Advocacy Campaign**

## **For an entry in the Fundraising Campaign**

- \_\_\_ **Completed Media Fair Entry Form – Fundraising Campaign**
  
- \_\_\_ **1 to 5 media items (see required number of copies and information required of each listed on the Media Categories & Entry Requirements Form)**
  
- \_\_\_ **300 word or less description of your Fundraising Campaign**

*Questions, contact Colleen McDonough via e-mail at [cmcdonough@gove.org](mailto:cmcdonough@gove.org)  
or by phone at (412) 431-5087*

*or George Coling at the NFFN at (202) 824-0660*