**National Payroll Giving Excellence Awards 2014 Application Form**

Please indicate which Award you are applying for:

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| **Best Campaign** |  |  | Payroll_Giving_Award_logo_RGB_2014.jpg |
|  |  |  |
| **Most Successful Sustained Scheme** |  |  |
|  |  |  |
| **Best Innovative Promotional Partnership** |  |  |
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| **Civil Society Employer** |  |  |
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| **Government & Public Sector Employer** |  |  |

Please indicate which category (or categories) best represent your organisation:

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| **Large Employer** |  |  |
| **Employers with over 5,000 employees** |  |  |
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| **Medium Employer** |  |  |
| **Employers with 501-5,000 employees** |  |  |
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| **Small Employer** |  |  |
| **Employers with up to 500 employees** |  |  |
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| **Civil Society Employer** |  |  |
| **Includes charities, voluntary groups, social enterprises, community organisations, co-operatives and mutuals.** |  |  |
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| **Government & Public Sector Employer** |  |  |
| **Includes the government, a corporation or an unincorporated board, commission, council, bureau, authority, a board of school trustees or a education authority; a university, an institution; a hospital or an employer that is s a health care employer; an employer that is designated as a social services employer.** |  |  |

**Your details (please complete this section in full):**

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| **Name** |  |
| **Job Title** |  |
| **Organisation** |  |
| **Address** |  |
| **Email** |  |
| **Telephone** |  |

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| **2014 Quality Mark Award Level** | **Bronze** |  | **Silver** |  | **Gold** |  | **Platinum** |  |
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| **Name of Payroll Giving Agency** |  | | | | | | | | |

**Please supply some information about your organisation such as numbers of employees, your location, the nature of your business, single or multi-site.**

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**When planning your campaign what key elements were included in your overall objectives, how did you set your expectations and the process for evaluating the success of your campaign? What was your motivation to launch or re-launch a scheme? (Max 200 words)**

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**What were the objectives of the promotional partnership and were these objectives met? Explain the challenges faced by the partners and how these were overcome (Max 400 words) – THIS QUESTION ONLY APPLIES IF YOU ARE APPLYING FOR THE Best Innovative Promotional Partnership AWARD**

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**When you started your campaign what promotional activities did you introduce into the workplace? What challenges did you experience when constructing your campaign and how did you overcome them? NB: we want to see specific Payroll Giving Activities, not general PR/CSR campaigns, unless there is a smart linkage between them. (Max 450 words).**

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**What targets did you set for the overall campaign (eg levels of participation, financial targets)? What were your actual results? Include statistic such as cost/benefits, payroll giving as a percentage of wage bill, percentage take up, actual money raised. If they were different to your targets, please explain the differences. (Max 250 words)**

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**Define the measurable impact your campaign had on:**

1. **your organisation (Max 100 words)**
2. **your employees (Max 100 words)**
3. **charities (Max 100 words)**

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| a)  b)  c) |

**When constructing and implementing your campaign what internal or external support was utilised and how did this involvement add value to the overall results of the campaign? (Max 200 words)**

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**How do you plan to maintain the momentum of this campaign? How will you maintain and increase participation levels in the future? (Max 200 words)**

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**Please provide a short synopsis highlighting the main aspects of your campaign by which your application for this Award should be judged - in other words what makes your scheme/campaign special. (Max 100 words). This will be used for PR purposes, brochures and the website.**

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**Additional Information:**

**Please include any promotional materials used in your launch/campaign to support your application. Send 6 hard copy sets to NPGEA, Institute of Fundraising, Park Place, 12 Lawn Lane, London SW8 1UD or email PGXawards@institute-of-fundraising.org.uk. Please note materials cannot be returned.**

**In order to secure the necessary copy for PR purposes, brochures and the website we request that you provide** a **50 word quote from your nominated representative (e.g. Simon Boswell, Personnel Manager said “Quote”) :**

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**Authenticity Guarantee:**

**I confirm that to the best of my knowledge, this application is legal, decent, honest and truthful.**

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Verification:**

**If your application depends upon verification from external sources please obtain and forward to** [**PGXawards@institute-of-fundraising.org.uk**](mailto:PGXawards@institute-of-fundraising.org.uk)