



Power of A Awards Application Breakdown

This document is intended to help applicants understand the information required on the Power of A Awards application form. For questions about the application form, please contact Chris Vest at cvest@asaecenter.org.

The first part of the application asks the association to list contact information, along with all the information about itself and its program. The second part of the application gives information that is useful in determining the problem or issue being addressed; the reach of the program; how it embodies The Power of A; and objectives and measurable outcomes.

Association Name: Please list the name of the organization submitting the program. If you are a consultant submitting on behalf of an organization, please list the association's name.

Organization Mission Statement: This is where an association should share its board-approved mission statement. Why is this important to include? To see if the program fits within the organization's mission or if the program itself is part of the association's mission.

Total association membership: This information again is useful to determine how the reach of the project should be judged. A larger association may expect to have more members involved, while a smaller one would logically have a smaller number. However, this is a just a factor in judging reach of project, not a determining factor.

Association Budget Size and Association Staff Size: This information assists the judges in examining the reach of the program and the available resources for the organization.

Association Website: While the website is not included in the score matrix to be scored, a link to the website will help inform judges overall.

Diversity Statement: Please share your organization's diversity & inclusion statement if one exists. This information will help judges understand your organization's stated commitment to diversity and inclusive practices, particularly if you are applying for the new Diversity & Inclusion award category.

Name of program: This is the name of the program and the title by which the entry shall be known through the judging process.

Category: Programs will be entered into one of five categories:

- The Power of Industry/Professional Advancement
- The Power of Global Development

- The Power of Diversity and Inclusion
- The Power of Advocacy
- The Power of Community Support and Engagement

Select the category that best fits the overall goals and/or problem the program was designed to address. It's possible that a program could fit in more than one category. We are looking for the best fit. Take time to read the category descriptions thoroughly before selecting a category to enter. If you have questions about which category to enter, contact ASAE staff for guidance at publicpolicy@asaecenter.org.

Is the program ongoing: This information is used to determine how to judge the objectives and outcomes of the program. An ongoing program (such as a public education campaign) will not be penalized because it has not reached a defined end date but should have clearly articulated objectives and outcomes to date. A program that is not ongoing, however, or a program that has not reached its end date, will need to include all measurable objectives and specific outcomes that demonstrate the program's reach and success.

Estimated number of people directly affected by the program: This is the area where the applicant shares how many people the program impacts. In some cases, this may be an estimate. Be as specific as you can.

Number of association volunteers involved: This is the number of association members involved in the project.

Did you partner with any other organization to create this program: This answer is used to judge the reach of the project. Partnering with other organizations should lead to a larger reach of project.

Essay Section

This part of the application is where you will share as much background as you can about how the program came together, what steps were taken to implement the initiative, and what outcomes resulted from your activity. The answers to these questions will comprise about 90-95% of how your entry is scored.

Brief overview of activity: This is where an applicant briefly describes their program. While there is a 300-word limit, the program's description should provide information about the assessed need for the program, how the program was implemented and who was involved.

Problem and/or Issue Addressed: In this section applicants will explain in more detail the problem or issue that spurred creation or development of the program. What was the issue that the program or initiative helped to address/solve?

Reach of Project: In this section an applicant briefly explains how the program offered an original or effective solution to today's societal or business problems. Such programs often involve the association's members and/or volunteers and have a broad impact on an industry, profession, or affected community.

Embodying the Power of Associations: Applicants will use this section to share how their program showcases The Power of A by leveraging their available resources to address an identified need. Award-winning entries effectively showcase how associations were able to go above and beyond their everyday, core mission to achieve extraordinary, measurable results.

Objectives and Outcomes: In this section applications will share the measurable outcomes along with how those outcomes were met. Results should be as tangible as possible. They could demonstrate how the program or project, for example, illustrates an association's vision for success, elevates their profession's or industry's image, protects the interests of their members, can be an easily replicated model for other organizations and/or showcases the important work of associations.

Additional information you would like the Awards Committee to consider: Applicants will include additional data that can help show the tangible results of the program, such as a website, report, news article or other supportive materials that help tell the story about the success of the initiative.