



2020 Advocacy Innovation Awards Submission Form

We strongly recommend you complete all nominations via the online submission form available at <https://events.pac.org/the-advocacy-conference-awards/>. However, you may also submit your answers via a Word or PowerPoint document, as well as any supplemental materials, to awards@pac.org. All nominations are due **Friday, November 15th by 11:59 p.m. EST.**

Please select a category for your submission:

- Grassroots Innovation
- Communications Innovation
- Lobbying Strategy Innovation

Name of principal staff person responsible for nominated program:

Title:

Phone:

Email:

Describe the innovation or effort you wish to nominate. If applicable, why is this effort different than the nominated program's previous initiatives?

What challenges prompted this initiative? (Examples include budget constraints, leadership changes, lack of stakeholder buy-in, etc.)

Why is this innovation or effort different from other advocacy initiatives at other organizations? What makes this new for the advocacy industry?

What are key lessons for other experienced advocacy programs?

What metrics can you provide to detail the impact of this effort?

How did this effort promote inclusiveness in the advocacy program, expand civic-mindedness within the organization and/or take into consideration the organization's unique culture?