



International Facility Management Association

Empowering Facility Professionals Worldwide

Learn. Connect. Advance.™

Awards of Excellence 2012

Chapter Award of Excellence in Membership Marketing

Letter of Introduction

Nomination Form

Judges' Evaluation Form

Submittal Check Sheet

The Chapter Award of Excellence in Membership Marketing is presented to the IFMA chapter(s) that have excelled in marketing the benefits of IFMA membership. Participation by current members to retain and recruit members, innovative strategies to boost membership, setting and achieving objectives and active participation of members on committees form the basis for this award. Judges will review accomplishments based on merit and not strictly on the size of the chapter(s). The intent is to honor the chapter(s) that have best demonstrated enthusiasm, innovation and notable efforts in achieving desired results. The judging panel will consist of the IFMA an IFMA staff person, two previous winners of the award and two additional IFMA members who have experience in chapter leadership positions.

Eligibility: Chapters must be in good standing with IFMA. A chapter that has won this award within the past two years is ineligible to participate.



International Facility Management Association

Empowering Facility Professionals Worldwide

Learn. Connect. Advance.™

Dear Prospective Nominator:

Thank you for your interest in preparing a submission for the 2012 IFMA Awards of Excellence program. This program honors those individuals, companies, chapters and councils who have raised the bar in their contributions to the advancement of the facility management profession and to IFMA around the globe.

All completed submission packages are due to IFMA headquarters by **June 4, 2012**. Each submission is reviewed to ensure it meets the specific requirements established for that particular category. *Incomplete submissions or those that do not meet the requirements will be returned to the nominator and will not be considered eligible.*

Judging binders containing one of each submission in the various categories are assembled and are sent to the 2012 Awards of Excellence Judging Panel. The judging panels are composed of qualified volunteers who have demonstrated expertise and practice in the award areas they are to judge. The form used by the judges to evaluate this award is included in the nomination package. Each of the questions (achievements) and judges' overall evaluation of your entry are assigned point values and summed to determine the final score. Some award categories also call for the nominator to provide exhibits that are also worth points. Winners are determined by the highest total scoring; however, judges reserve the right to withhold an award should they determine no submission qualifies as "excellent" or does not reach the minimum of 85 cumulative points out of a total possible of 100.

We appreciate your participation in this awards program and your effort to complete the nomination package thoroughly and thoughtfully. Please review the following pages to ensure all requirements for the nomination are met. Complete submissions are due at IFMA headquarters by **June 4, 2012**. Nominators and entrants will be notified in August 2012 regarding qualification. All awards will be presented at the Awards of Excellence events at World Workplace 2012 on Friday, Nov. 2nd in San Antonio, Texas.

Please contact me by e-mail at barbara.zlatnik@ifma.org by phone at 281-974-5624 if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Barbara J. Zlatnik". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Barbara J. Zlatnik, CAE
Director, Member Services

Important Reminders:

Specific requirements have been established for all submittals to ensure the judging process is as objective as possible. Judging is done by volunteers and is an arduous task.

Please fill out the nomination form thoroughly. When all entries are received at IFMA headquarters, they will be assembled in a binder for each judge. Any submission not meeting these criteria will be disqualified. Please follow the specific guidelines below:

1. Type or computer-generate the forms. Font size should be at least 12-point (use a standard, easy-to-read font, such as Arial or Times New Roman).
2. Three-hole punch every page of your entry. Separate each judge's copy with clamps or rubber bands.
3. Do not place in presentation folders, notebooks or binders. All entries will be placed in notebooks for each judge.
4. You will be allowed **one** 8 ½" x 11" sheet of paper, front side only, per question asked on the nomination form. Be sure to clearly identify the question you are answering. This generally allows about 1,000 words to answer a question.
5. The nomination form explains how many pages of supporting exhibits you should submit. Any exhibits submitted in excess of the allowable amount will not be furnished to the judges. Exhibits should be placed in plastic sleeves
6. Examples of materials that may be placed in the sleeves: booklets, pictures, rosters, graphs, reports etc. Anything that is not that are not the standard size can be placed in a sleeve. Each sleeve is equivalent to one page (one side) of exhibits. You may place as many items in each sleeve as you wish.
7. The nomination form also clearly states how many copies of the entry must be submitted. Be sure all copies are very clear and equal in quality.
8. Provide specific information, not generalities. Statements such as "membership has increased significantly" would be more impressive if backed by actual statistics.
9. You will receive a verification letter acknowledging that IFMA headquarters has received your entry. Please contact Barbara Zlatnik if you do not receive this letter.
10. Your nomination package also contains the form the judges will use in evaluation of your entry. Take the time to read this prior to preparing your submittal so you will understand the criteria and point system.
11. Before forwarding your entry, verify that every judge's copy is complete and contains the supporting documentation required.

All nominations must be received at IFMA headquarters no later than Monday, **June 4, 2012** to be considered valid. The materials will be assembled into binders at IFMA headquarters and forwarded to the judges for review. Judges will score each submittal, and IFMA headquarters staff will tabulate all scores. Winners will be determined by the highest total scoring; however, judges may reserve the right to withhold an award should they determine no submittal qualifies as excellent and has a minimum of 85 cumulative points.

2012 Nomination Form

Submittal covers activities from May 1, 2011 to April 30, 2012.

Chapter Award of Excellence in Membership Marketing

Type or computer-generate the forms. Font size should be at least 12-point, and an easy-to-read font such as Arial or Times New Roman should be used. All communications regarding this entry will be directed to the individual listed in the section "Nominated by."

Nominee chapter: _____

Chapter president: _____

Mailing address: _____ Phone #: () _____

City: _____ State/Province: _____ Zip/Mail code: _____

E-mail: _____

Membership committee chairperson(s): _____

Mailing address: _____ Phone #: () _____

City: _____ State/Province: _____ Zip/Mail code: _____

E-mail: _____

Award category: Small chapter (200 members or fewer on April 30, 2012)
 Large chapter (201 members or more on April 30, 2012)

Chapter information:

New members from May 1, 2011 to April 30, 2012: _____

Net growth from May 1, 2011 to April 30, 2012: _____

Nominated by:

Chapter president: _____

Employer: _____

Business address: _____ Phone #: () _____

City: _____ State/Province: _____ Zip/Mail code: _____

Fax #: () _____ E-mail: _____

Signature: _____ Date: _____

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 1/2" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

Summarize the basis for this nomination.

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 1/2" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

1. Describe the chapter's overall strategy for attracting new members and retaining present members. Include target goals for new membership and retention of membership. How is this tied into the chapter's strategic plan? (0-10 pts.)

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

2. How many members serve on the membership committee? How often does the committee meet? What is the "mix" of members serving on the committee (i.e., how many Members, Associate members, etc.)? (0-5 pts.)

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

3. What is the procedure for recruiting and following up with prospective members? How successful has the chapter been in converting prospects into members? Include approximately how many prospective members are contacted yearly and how many join the chapter. Include target goal for new membership. (0-15 pts.)

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

4. What strategy does the chapter employ to retain its members? What feedback instrument is used to measure satisfaction? Describe, in quantifiable terms, how this strategy has strengthened the chapter. (0-10 pts.)

Chapter Award of Excellence in Membership Marketing Nominee: _____

Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.

5. Have there been any instances where a membership strategy was not successful? Describe. How would the chapter handle this strategy differently to ensure success? (0-10 pts.)

Chapter Award of Excellence in Membership Marketing Nominee: _____

Authorization:

We hereby agree that IFMA has the right to use our nominee's name, organization and information in this form as it relates to the promotion of this award. We understand IFMA and other trade publications can publish the award.

Authorized signature: _____

Position: _____ Date: _____

Exhibits:

Include a maximum of five sleeves of exhibits.

Submit nomination:

Mail original and copies to:

IFMA Awards Committee
1 E. Greenway Plaza, Suite 1100
Houston, TX 77046-0194 USA

*Submit seven copies of the entry for distribution to the judging panel.
Deadline for the receipt of nomination at IFMA headquarters is June 4, 2012.*

2012 Judges' Evaluation Form

Submittal covers activities from May 1, 2011 to April 30, 2012.

Chapter Award of Excellence in Membership Marketing

Winners will be determined by the highest total scoring; however, judges may reserve the right to withhold an award should they determine no submittal qualifies as excellent and has a minimum of 85 cumulative points.

ACHIEVEMENTS: Sum of achievement columns 1-6 as follows. Maximum total point value = 75 points.

1. Describe the chapter's overall strategy for attracting new members and retaining present members. Include target goals for new membership and retention of membership. How is this tied into the chapter's strategic plan? (0-10 pts.)
2. How many members serve on the membership committee? How often does the committee meet? What is the "mix" of members serving on the committee (i.e., how many Members, Associate members, etc.)? (0-5 pts.)
3. What is the procedure for recruiting and following up with prospective members? How successful has the chapter been in converting prospects into members? Include approximately how many prospective members are contacted yearly and how many join the chapter. Include target goal for new membership. (0-15pts)
4. What strategy does the chapter employ to retain its members? What feedback instrument is used to measure satisfaction? Describe, in quantifiable terms, how this strategy has strengthened the chapter. (0-10pts)
5. Have there been any instances where a membership strategy was not successful? Describe. How would the chapter handle this strategy differently to ensure success? (0-10 pts.)
6. Overall evaluation of entry. (0-25 pts.)

EXHIBITS SUPPORTING ACHIEVEMENT = (Maximum total point value = 25 points distributed with respect to **Scope of exhibits** [extent to which all areas requiring support receive support]; **Relevance** [extent to which exhibits are on target]; **Adequacy** [overall strength of support where support is needed].)

Nominees	Achievements						Exhibits	Total Points
	1	2	3	4	5	6		

Judge: _____

Date: _____

Judges' Guideline for Point Spread						Definition
5	10	15	20	25	30	
0	0	0	0	0	0-1	Does not merit consideration
1	1-2	1-3	1-4	1-6	2-7	Below standards
2	3-4	4-6	5-8	7-12	8-14	Below average
2.5	5-6	7-9	9-12	13-16	15-18	Average
3	7-8	10-12	13-16	17-20	19-22	Above average
4	9	13-14	17-19	21-24	23-28	Excellent
5	10	15	20	25	29-30	Exceeds expectations

Check Sheet for Submittal

Any submission not meeting these criteria will be disqualified.

Chapter Award of Excellence in Membership Marketing

General:

- Nominations are scored on content only, not creative presentation of the submission.
- The submission covers activities from May 1, 2011 to April 30, 2012.
- **Do not place submission in presentation folders** (including spiral, GBC, notebook or other type of binder).
- Every page of submission should be three-hole punched.
- Exhibits are an important part of this submission. Items like booklets, pictures, etc. that are not the standard size, can be placed in a vinyl or plastic sleeve to prevent loss. Each sleeve is the equivalent to one page of exhibits. The sleeve should be three-hole punched.
- You may use rubber bands or clamps to secure separate copies of the submission.
- At least a 12-point font size must be used for submission, and an easy-to-read font such as Arial or Times New Roman should be used.
- Submission should be typed or computer-generated.
- You are allowed one 8 ½" x 11" sheet of paper, using front side only, per question asked on the nomination form. Clearly identify the question you are answering.
- All questions on the nomination form should be completed as requested.
- Authorization must be signed.
- Nominee may not have won this category of Awards of Excellence in 2010 or 2011.

Specific requirements for the Chapter Award of Excellence in Membership Marketing:

- Nominator must be an IFMA member in good standing (dues current).
- Chapter must be recertified for the fiscal year ending June 30, 2011.
- Maximum of five sleeves of exhibits may be submitted. No videotapes, DVDs, or CDs will be accepted. Photographs may be included within the five sleeves of exhibits.
- Provide seven copies of submittal.
- Deadline for receipt of nomination at IFMA headquarters is June 4, 2012.