

Suggested Communications Activities for The 2017 New York Community Trust Nonprofit Excellence Awards Semifinalists

Being recognized as one of the semifinalists for the 2017 New York Community Trust Nonprofit Excellence Awards offers your organization a prime opportunity to remind your key stakeholders what a valuable and well-run organization you are. Below are a number of suggested tactics to spread the word about this honor and leverage your recognition as a nonprofit leader.

Announcements/Media (Immediate)

- Prepare an announcement to go to key media contacts. You should include any trade or special interest press that covers your service area.
- Send an announcement to key stakeholders, members/clients, donors/funders, board members, advisory committee members, etc. This can be very similar to the announcement sent to media, changing tone slightly for the different audience.
- Prepare an announcement for your website. Post a short announcement in a prominent place on your website (ex. blog, pop-up, front page). This could be as simple as adding a line below your website's masthead that reads "Proud Semifinalist, The 2017 New York Community Trust Nonprofit Excellence Awards."
- Tools - publish a story in your **newsletter**; update your **Facebook and LinkedIn** pages; and, announce your Awards status to your **Twitter** followers.
- Sample posts –
 - Twitter
 - We are a proud semifinalist of this year's #NPExcel11 Awards! @npccny @NYCommTrust <http://npccny.org/nea-program>
[image – download link: <http://bit.ly/2vbnjvE>]
 - Facebook/LinkedIn
 - We are a proud semifinalist of the 2017 New York Community Trust Nonprofit Excellence Awards! <http://npccny.org/nea-program>
[image – download link: <http://bit.ly/2vbnjvE>]

Events

- Host a celebration of your achievement for your staff and/or volunteers. Excellent management practices would not be possible without the staff and/or volunteers who implement your ideas. Everyone should celebrate in this achievement, whether over a catered lunch, a celebratory cake, or a bigger celebration.
- Join us on Friday December 1st! the 2017 Nonprofit Excellence Awards will be held at the CUNY Graduate Center. Mark you calendar!

Misc.

- Include a mention of your recognition in your e-mail signature. Ask all of your staff and volunteers to include text in their e-mail signatures. The text could read: "[Your organization's name] is a proud semifinalist of The 2017 New York Community Trust Nonprofit Excellence Awards."

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