

AJFCA 40th Annual Conference
April 22-24, 2012
The Houston Intercontinental Hotel
Houston, TX

2012 AJFCA KOVOD AWARDS
(The deadline for submissions is February 17, 2012)

The Association of Jewish Family and Children's Agencies is pleased to sponsor the 2012 KOVOD AWARDS competition for creative, effective, collaborative, and Judaic. Winners will be recognized at the Annual Conference with a reception in their honor, with mention in the Conference program booklet, and during the annual awards ceremony.

Competition categories and descriptions are listed below. Award guidelines are listed on page 2.

Competition Categories

❖ **Creative Use of Volunteers in Client Service**

This category invites agencies to share a client service/program that requires the need for volunteer participation in a creative manner. The program must both serve the agency's clientele as well as involve volunteers in an original manner. The agency must be able to present testimonials from both clients and volunteers indicating their impressions of the creativity in which volunteers were utilized as well as the usefulness of their time. Innovation and creativity are two of the criteria for judging.

❖ **Effective Use of Social Media**

This category invites agencies to share how they have effectively used social media (website, Facebook, Twitter, Vimeo, blog) to inform and/or promote the agency or an agency program. The agency must be able to track and analyze the effectiveness of their use of social media (via Google Analytics, weekly Facebook page updates, TwitterGrader). Judges will be assessing the content, creativity, design and effectiveness in promoting the agency or program.

❖ **JF&CS Collaborative Program (submitted by member agency or agencies)**

This category invites an agency to share a program in which they collaborated with another organization (within or outside of the Jewish community) on resource development, program creation and implementation. The agencies must be able to portray both the individual benefits they received from the collaborative program as well as the shared benefits attained from the collaborative program. Judges will be assessing a program established by two or more organizations to greater benefit the community as well as one another in which both partners were integrally involved in every step of creating the program.

❖ **Best Practices in Connecting Judaism to Client Programming**

This category invites agencies to share best practices in connecting Judaism to client programming. Client programming must be centered on a Jewish theme, value, or concept. The agency must be able to show a distinct connection between a particular client program and Judaism, in a setting where clients are aware of the Jewish tone of the program. The agency must show how they determined their best practices. Judges will be assessing how much emphasis was placed on connecting the client program to Judaism, as well as how closely the best practices were followed.

PLEASE NOTE: All submissions must be made electronically.

KOVOD Award Guidelines

RULES:

- 1) AJFCA member agencies in good standing are eligible.
- 2) Winning agencies will be recognized and honored at the Annual Conference. A professional or lay representative of the agency must attend the Annual Conference to receive an award.
- 3) Agencies may submit one entry in each category. The same submission cannot be entered in more than one category.
- 4) The competition will accept submissions pertaining to programs that began on or after January 1, 2009. All submissions must describe current operational programs, and all contact and other information must be up to date. Publications submitted in previous KOVOD competitions are not eligible unless, in the opinion of the judges, they have recently been significantly changed.

APPLICATIONS:

Send an email to Megan Manelli at mmanelli@ajfca.org indicating which category(ies) of KOVOD Awards you wish to apply for. All submission must include the following:

- Staff listing by title (of staff involved in program)
- 200 word program summary addressing the criteria listed above
- Total program cost
- 1 marketing piece used by/for the program
- List of 3 major outcomes and evaluation method(s) used to determine those outcomes

For social media submissions, please be sure to include a link to the agency's website, Facebook page, or blog in the email. **Please indicate in the email your agency's name and size (A – E) and contact information for the point person on the submission.** You will receive a confirmation email for all submissions. If you do not, please contact Megan Manelli to ensure your submission was received.

DEADLINE:

All entries must be received by close of business on Friday, February 17, 2012.

JUDGES:

Judges are professional and lay leaders of AJFCA and their member agencies. They will consider creativity, design, content, and overall effectiveness for all submissions.

AWARDS:

There will be up to five (5) winners in each submission category, one from each AJFCA Group (A through E).

AJFCA Groups are determined by the 2011 AJFCA Operating Revenue Survey Report

- A: Agency Operating Revenue over \$2.5 million
- B: Agency Operating Revenue between \$1 million and \$2.5 million
- C: Agency Operating Revenue between \$500,000 and \$1 million
- D: Agency Operating Revenue between \$150,000 and \$500,000
- E: Agency Operating Revenue of \$150,000 or less