

Terry Zahn Award for Excellence in Communications

Description: The Terry Zahn Award recognizes a "best practice" in Relay marketing / communications. All events are eligible that follow the national American Cancer Society Relay For Life standards. The RFL Communications and Marketing Task Force will be looking for results in implementing a fully integrated marketing / communications program based on the following:

- Statement of marketing/communications goals, strategies, and plan of action
- Using a before, during, and after Relay marketing/communications approach
- Supporting the Relay For Life strategic development areas: leadership, survivorship, fundraising, event, team. See the 2005 ACS RFL Yearly Report (#7548.27)
- Description / examples of marketing/communications tools developed and used, including a media campaign
- Establishment of relationships with media and other key constituents, and description of how those relationships developed
- Overall results of marketing/communications plan
- Estimated value of earned media and pro bono advertising, if available

Divisions may forward up to three entries for consideration to Toni Williams at 1599 Clifton Road, NE, Atlanta, GA 30329 by 9/15/06. Submissions should be forwarded via CD-ROM or DVD to your respective Division RFL department. Please do not send binders. Scanned copies or electronic examples of selected news coverage is recommended.