



# MATTHEW BOROWICK MARKETING AWARD

## Submission Form

### Instructions

In Section I: Complete *CWRT Identification*.

Section II, *Planning*: Explain the types of plans your CWRT has.

Sections III, *Marketing: Strategy, Results, Vision and Leadership*. Complete the required narratives for each area.

Section IV, *Marketing Assets*: Check the box of each asset that applies to your organization. Then, enter the explanation below.

Please forward your completed form to: [awards@cwrtcongress.org](mailto:awards@cwrtcongress.org)

# I. CWRT IDENTIFICATION

<b>Civil War Round Table Identity:</b>	<input type="text"/>		
<b>Submitted by:</b>	<input type="text"/>		
<b>Title:</b>	<input type="text"/>	<b>Phone number:</b>	<input type="text"/>
<b>Email address:</b>	<input type="text"/>		
<b>Number of Members:</b>	<input type="text"/>		
<b>Website URL:</b>	<input type="text"/>		
<b>Social Media URL:</b>	<input type="text"/>		
<b>Nonprofit 501(c)3:</b>	Yes <input type="radio"/>	No <input type="radio"/>	Applied <input type="radio"/>

## II. PLANNING

1. Does your CWRT have a current Marketing Plan?

Yes <input type="checkbox"/>	No <input type="checkbox"/>
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2. Does your CWRT have a current Public Relations Plan?

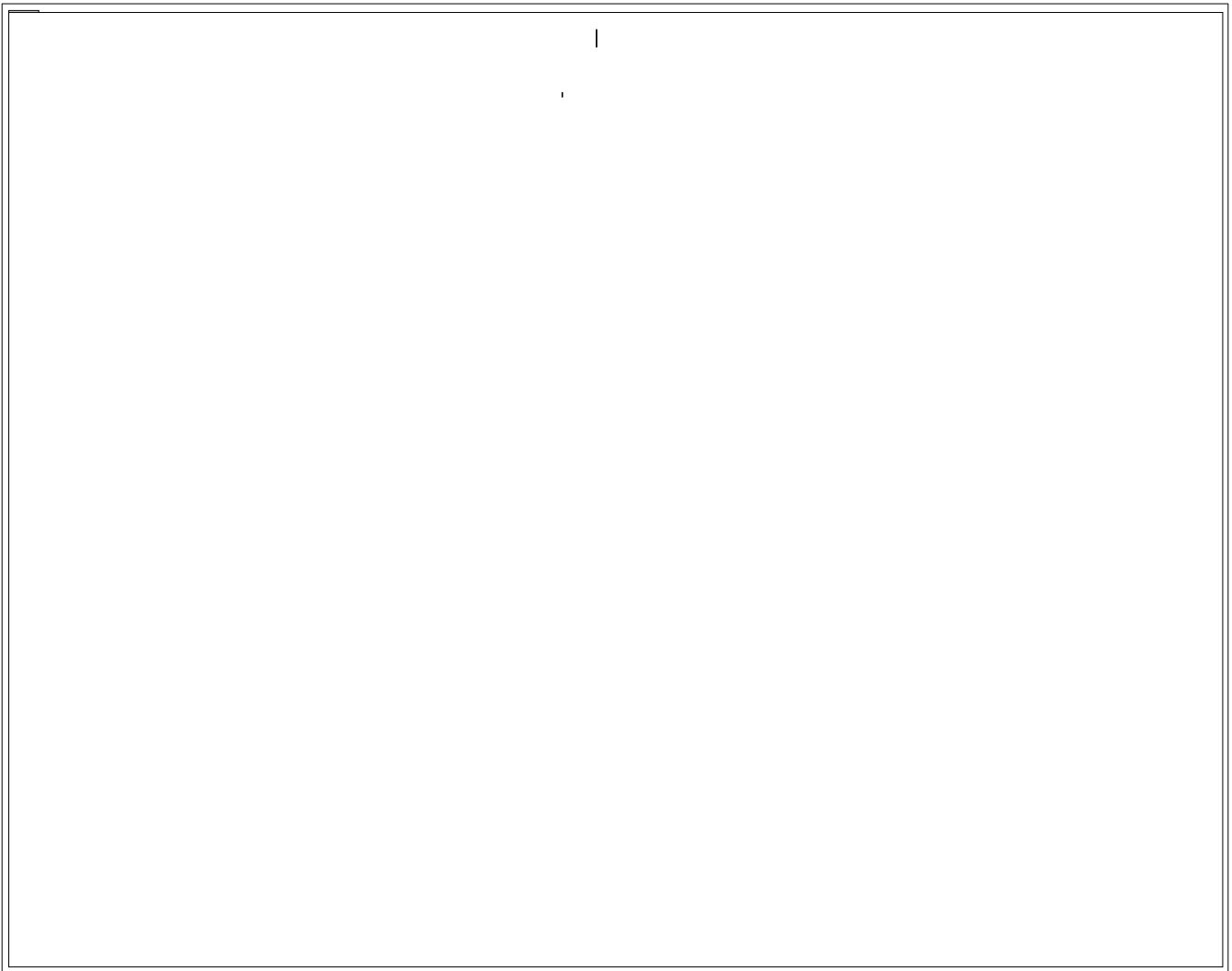
Yes <input type="checkbox"/>	No <input type="checkbox"/>
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3. Which of the following social media channels does your CWRT use? Check all that apply.

Facebook <input type="checkbox"/>	TikTok <input type="checkbox"/>	Pinterest <input type="checkbox"/>
Instagram <input type="checkbox"/>	Twitter <input type="checkbox"/>	Snap Chat <input type="checkbox"/>
LinkedIn <input type="checkbox"/>	YouTube <input type="checkbox"/>	
Other	<input type="text"/>	

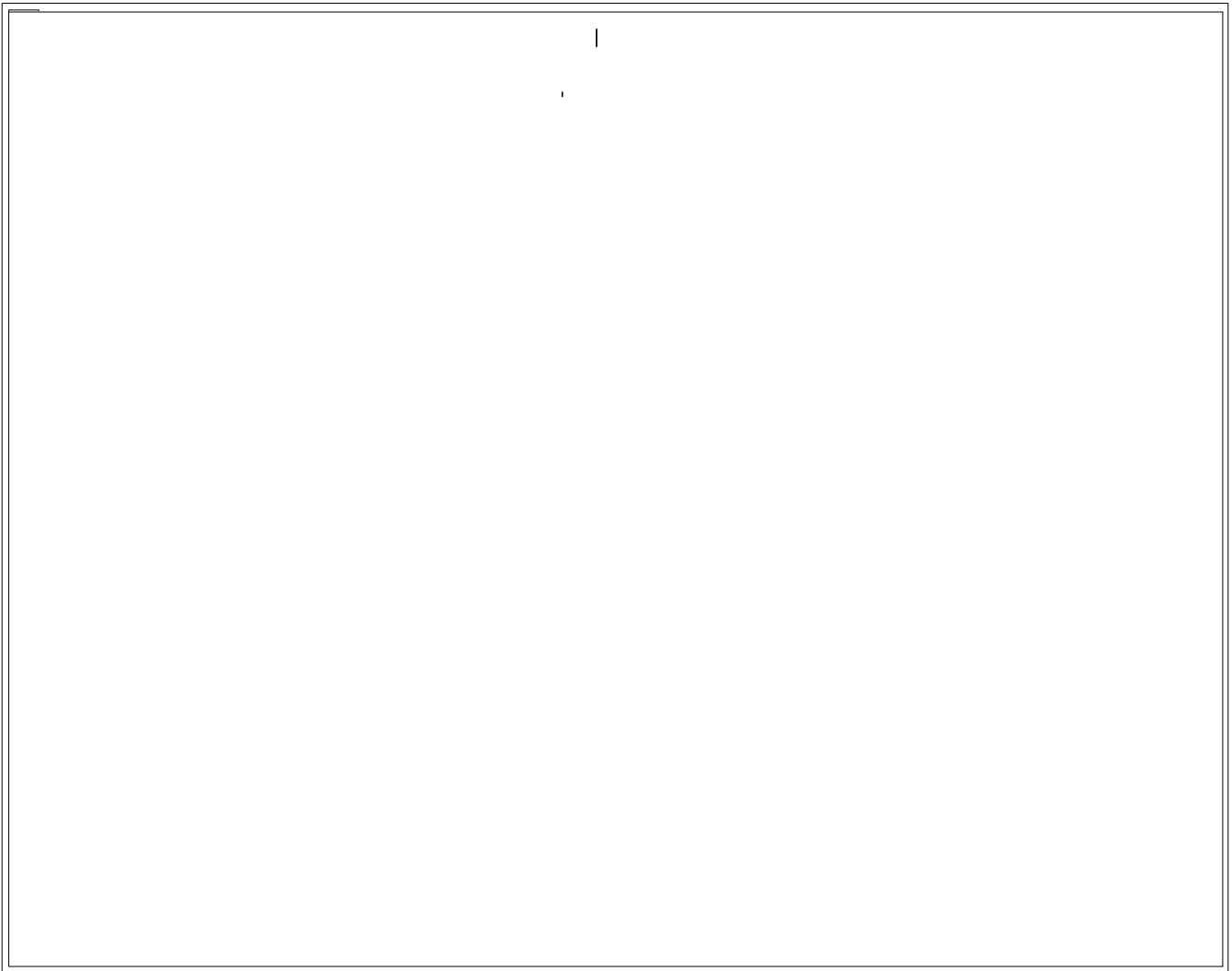
# III. MARKETING STRATEGY

What breakthroughs and advances in organizing and planning, developing unique methods, collaborating with internal and external partners in a creative approach to resolve marketing and communication problems have you achieved?



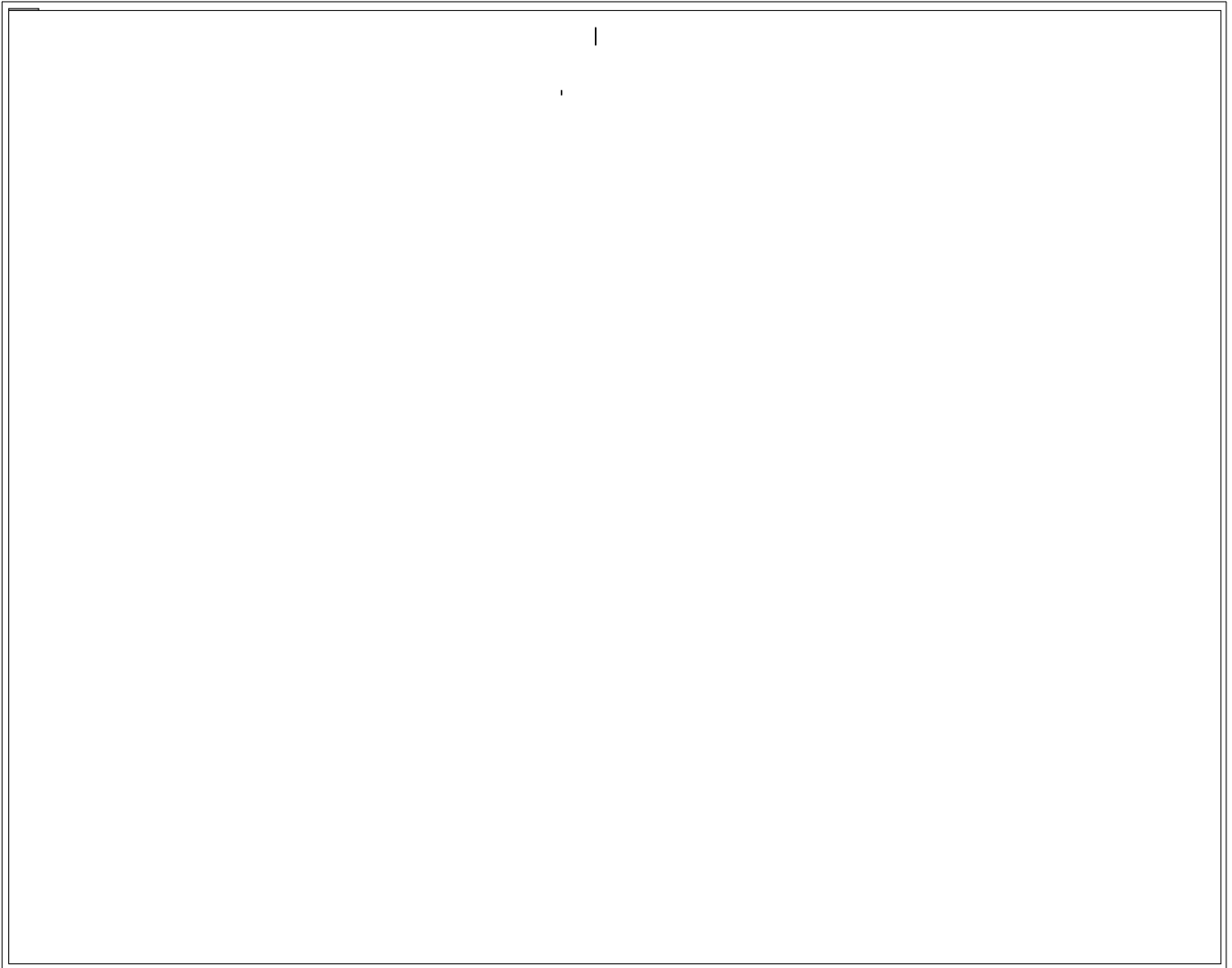
# RESULTS

How have you employed effective methods of measuring the effectiveness of your marketing efforts in achieving both short- and long-term goals of your organization?



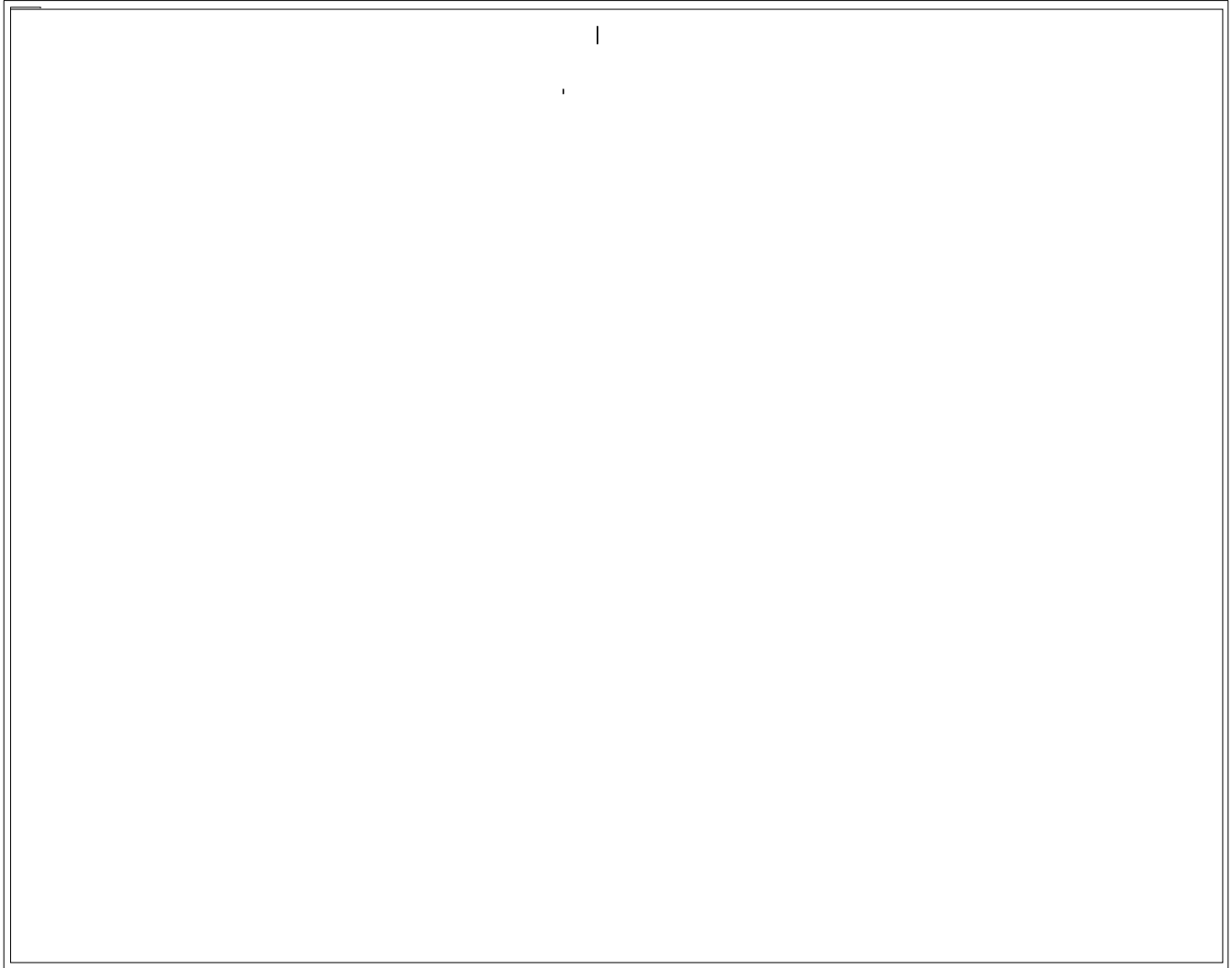
# VISION

How have you established a means of advancing and/or transforming your organization through marketing?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above. The box is currently blank.

# LEADERSHIP

Through its marketing efforts, how has your organization shown thought leadership by speaking and writing on CWRT marketing, and is being recognized by others in the field?

A large, empty rectangular box with a thin black border, intended for the user to provide their response to the question above. The box is currently blank.

## IV. MARKETING ASSETS

**Yes**  ***Annual Report*** – Annual reports are useful tools for CWRTs. How did you collect data and stories to share the success of your organization over the past year? Is your design easy to read and captures the reader’s interest? What insights did you think would be most valuable to your readers? Include attachments of print or digital versions.

**Yes**  ***Articles*** – Articles are an essential marketing tool, allowing you to showcase your CWRT’s strengths, mission, and members. They can be op-ed pieces, informational, storytelling, and more. What kinds of articles do you publish?



**Yes**  **Blog** – Maintaining and updating your blog is a big job as you have to present a steady stream of material that’s original, informative, and entertaining. Do you write about your members, your community projects, or the great aspects of your CWRT? Please share samples of your blog and the link.

**Yes**  **Digital Publications** – Digital publications can go out to both internal and external recipients. Does your e-newsletter have great, eye-catching subject lines? Is your design and content unique, drawing the reader in? Tell us about your electronic publications and how frequent they go out.

**Yes**  **Podcast** – Creating a podcast can be both challenging and rewarding. For a CWRT, it must be insightful, fresh, and entertaining. Where do you get ideas for your subject matter. Has it been successful?

**Yes**  **Print Publications** – What kinds of print publications do you use - magazines, pamphlets, rack cards, newsletters, or mailers? What goes into their content and why is it successful?

**Yes**  **Video** – Creating a video can be a powerful tool in generating significant results for your CWRT. What kind of video did you make, e.g., TV advertisement, shareable clip for YouTube or Facebook? Share your process, goal, and the video!

**Yes**  **Virtual Event** – Although most CWRTs and their members have engaged in zoom presentations, hosting a hybrid meeting is completely different. Hosts must contend with issues such as the adequacy of audio output, multiple cameras, microphones, and few “trained” staffers. How did your CWRT overcome those issues and become virtually adept?

**Yes**  **Website** – Development of a website is one of the effective ways to communicate with members, non-members, and enthusiasts. And yet, many websites become static, have small, unreadable fonts, and fail to provide even the basic information required of a vibrant organizations. Tell us how those and other issues were handled and provide a link to your website.

**Yes**  **Awareness Campaign** – How did your CWRT raise awareness for your organization’s cause or a cause your CWRT and a partner organization advocates for, e.g., Giving Tuesday, Civil War Trails? Was it successful? What were the obstacles, goals, strategy, and results of your campaign?

**Yes**  ***Community-Nonprofit Partnership*** – Partnering with community organizations can create positive change. Did you collaborate with your community to champion a cause or initiative? What was the goal? How did you achieve it?

**Yes**  ***Virtual Storytelling*** – Did you upgrade your visual communications efforts? Share how video, original photography, or updated design played into your overall marketing strategy. How did you use these creative assets across multiple platforms, and how did this impact your audience. Show us your work!