



strategy ★ results ★ vision ★ leadership

# MARKETING

2024

## MATTHEW BOROWICK MARKETING AWARD

**Marketing:** the sum of activities involved in directing the flow of goods and services from producers to consumers.

Nominations must be received  
no later than

**June 1, 2024**  
**11:59PM PACIFIC**

### QUESTIONS

Dr. John Bamberl

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## **MISSION STATEMENT**

The mission of the CWRT Congress is to provide new and existing Civil War Round Tables with time-tested tools to help them to remain or become sustainable.

## **AWARD CRITERIA**

The CWRT Congress Marketing Award recognizes a local CWRT for presenting itself to members, enthusiasts, community partners, potential supporters, and others by using a variety of methods and channels. It requires thought, planning and logistical support.

The award recipient exhibits these key characteristics:

### **★ STRATEGY**

Achieves breakthroughs and advances in organizing and planning, developing unique methods, collaborates with internal and external partners in a creative approach to resolving marketing and communication problems.

### **★ RESULTS**

Employed effective methods of measuring the effectiveness of its marketing efforts in achieving both short- and long-term goals of the organization.

### **★ VISION**

Establish a means of advancing and/or transforming the organization through marketing.

### **★ LEADERSHIP**

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

## **NOMINATION PROCESS**

Marketing Award nominees must meet the following criteria:

- Have current or applied for tax-exempt status from the Internal Revenue Service under Section 501(c)3
- May not discriminate against anyone because of race, ethnicity, religion, national origin, age, gender, sexual orientation, marital status, or physical and/or mental disability
- SUBMIT TO: [jbamberl@aol.com](mailto:jbamberl@aol.com)

## **NOMINATION FORMAT**

Nominations must be submitted using the fillable Submission PDF that includes the following areas:

- CWRT IDENTITY
  - Name & Address
  - Email & telephone number of president (or primary leader)
  - Number of members
  - Legal status
- ANSWER THE FOLLOWING

Check those areas in which the CWRT has campaigned and answer the questions for each and post all requested URL links.

- Planning
- Marketing Assets
- Campaigns & Communication

**STRATEGY** – Developing a successful marketing strategy means there are areas that become the focus while others are rarely or never sought. How were marketing priorities decided upon?

**RESULTS** – Once strategy and planning are in place, it is important to track the results. By what means are results tracked? Are results reported and if so, how often? Do results indicate possible strategic or tactical changes?

**VISION** – Having a vision of how effective any marketing scheme is important. What is the short-term and long-term vision for CWRT marketing?

**LEADERSHIP** – Leaders are a vital aspect of all organizational endeavors. Is your marketing leadership composed of an individual or a team? Has training and succession planning been part of the discussion?