



strategy ★ results ★ vision ★ leadership

MARKETING

2026

MATTHEW BOROWICK MARKETING AWARD

Definition of 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, 2026

12:00pm Pacific

QUESTIONS

awards@cwrtcongress.org

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MISSION STATEMENT

The MISSION of the CWRT CONGRESS is to inspire Civil War Round Table leaders to adapt, adopt, and maintain strategies for sustainability.

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

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 respond
 - 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?

I. CWRT IDENTIFICATION

Civil War Round Table Identity:	<input type="text"/>		
Submitted by:	<input type="text"/>		
Title:	<input type="text"/>	Phone number:	<input type="text"/>
Email address:	<input type="text"/>		
Number of Members:	<input type="text"/>		
Website URL:	<input type="text"/>		
Social Media URL:	<input type="text"/>		
Nonprofit 501(c)3:	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"/>	

IV. MARKETING ASSETS

Yes **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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 **No** **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!

Please forward your completed form to: awards@cwrtcongress.org by 6/1/2026.