

Inspiring Efficiency INNOVATION Award Application/Nomination Form



Please describe the stated goals of the campaign/program:

Applicants will be evaluated based on the following criteria. Answer as many of these questions as possible, realizing that answers left blank will affect your total.

Where did the program, idea, campaign or strategy first originate? Has it spread beyond its original geographic area to impact the larger region? (15 possible points – more points are given for Midwest origination)

How does this program, idea, campaign or strategy distinguish itself from other activities in the same geographic area? (10 possible points – more points are given for unique and innovative campaigns that break new ground)

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Were initial project goals met? Within the timeframe projected? Within the budget projected? (10 possible points)

How effectively were you able to quantify your impact in the market? Please attempt to quantify the impact of the program per total dollars spent. (10 possible points)

What challenges did you face in implementing your program, idea, campaign or strategy? How were these challenges dealt with? (10 possible points)

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Why do you believe your application deserves to receive the MEEA Inspiring Efficiency Award for Innovation? (10 possible points)

Additional space for answers.