

## Judges' Hints: How to Prepare a Successful Entry

In order to help you submit a more effective entry, here is some insight into what the judges look for in an application:

- **Quantitative Data** to support your claims.

Example 1

Claim: "Our project had a positive impact on increasing employment in our community."

Quantitative Data: "120 jobs were created as a result of this project."

Example 2

Claim: "Our communications outreach program was hailed a success by the community."

Quantitative Data: "We received 187 letters from residents thanking us for getting the word out about the positive changes in this community."

- **Qualitative Data** to support your claims when needed.

Example 1

Claim: "Our public relations efforts have shown our residents that our downtown is a safe place to visit and shop."

Qualitative Data: "Jane Doe, who was born and raised here, says she had not visited our downtown in 15 years. After receiving our mailer, she decided to give it a try and was pleasantly surprised with all of the revitalization and new development. Instead of travel 30 minutes to go to the mall, Jane said she would now be going downtown to do her shopping."

Example 2

Claim: "Everyone loves our the redevelopment project and the new look of the hotel!"

Qualitative Data: "The town is so happy with the new look of the hotel that they donated private funds to have a party in ballroom to show off the inside of the building as well."

- **Substantive Responses to Questions** versus overall appearance of the entry.  
Entries are judged on your responses to the questions in the application. We appreciate the time and effort that goes into putting an entry together, but we are not judging who has the prettiest entry. For example, one of our Grand Prize winners from 2004 submitted 10 pages of text and a couple of brochures as their entry.