



## **Best in Charity and Not-for-Profit**

### **Introduction**

The category is open to local and national government, emergency services and not-for-profit bodies from across Ireland.

### **Innovation and Strategy**

Entrants should demonstrate:

- Unique, outside-the-box activities that stray from traditional actions
- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site

### **Design**

Entrants should demonstrate:

- Clean design that is easy to navigate and reflective of the market it is targeting
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.

### **Adaptation**

Entrants should demonstrate:

- How the site has adapted to changes in digital, as well as changes in user behaviour
- How the site has updated site with relevant information i.e. fundraising initiatives, developments in the cause.

### **Societal Impact**

Entrants should demonstrate:

- Clear commitment to growth, innovation and creating a positive impact on society
- Positive feedback on site and any external platforms where applicable

### **Technology**

Entrants should demonstrate:

- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.