Our finalists have been chosen for PR Daily’s Nonprofit PR Awards

We looked to showcase the hard work and creativity of nonprofit organizations, the agencies that represent them and individual PR specialists. We saw work from philanthropic foundations, government agencies, professional associations, charitable organizations, academic institutions and the agencies that represent them—organizations who proved they deserve to be recognized as the best.

Our judges labored over the entries, narrowing the competitors down to the finalists. Now, the judges will examine these finalists once more. We will announce the category winners in early September.

To everyone who entered this year’s Nonprofit PR Awards, thank you for trusting your remarkable work to us. It was not easy to choose those on the short list. Regardless, know that your work has made a difference in the world and in the lives of many.
Congratulations to the finalists!

**Advocacy or Awareness Campaign**

- Donate Your Ex’s Stuff, Goodwill Manasota
- Ending No Child Left Behind So That Every Student Succeeds, National Education Association
- Go Red For Women, Ignite Social Media
- Love Your Lawyer Day Worldwide Awareness and Celebration, Nader Anise Lawyer Marketing, Inc.
- MADD, MADD
- Special Delivery - Messages of Hope, CARE USA
- Susan G. Komen’s Mother’s Day Appreciation Facebook Campaign, Susan G. Komen

**Annual Report**

- 2015 Annual Report - Thinking Outside the Lines, American Student Assistance
- Brown and Gold Annual Report, Milton Hershey School
- Understanding Today, Impacting Tomorrow: ACI’s 2015 Sustainability Report, The American Cleaning Institute (ACI)
- Vail Health Magazine & Annual Report, Vail Valley Medical Center

**Article**

- Jessica's transformation, Spectrum Health
- Life after death, Spectrum Health
- They told me ‘let him go’, Spectrum Health
- Thrive, "Diagnosis. Pause. Decision.", University of Michigan Comprehensive Cancer Center

**Blog**

- CF Community Blog, Cystic Fibrosis Foundation
- A Blog on a Mission, U.S. Chamber of Commerce Foundation
- Dental Assistant Life, Dental Assisting National Board
- Kidney Today blog, American Kidney Fund

**Brand Journalism or Content Marketing Campaign**

- Health Beat, Spectrum Health
- HealthCalling, St. Joseph Health
Branding or Re-Branding Campaign

- Better Reach. Better Experience. Total Control., DirectEmployers Association
- Childhaven re-brand, Childhaven
- National Relief Charities Becomes Partnership With Native Americans, Allison+Partners
- Philanthropy Week 2015, Queensland Community Foundation and Rowland

Community-Nonprofit Partnership

- 45 Years in the Making: Pincham-Lincoln Center Grand Opening, Athens-Limestone Community Association
- Make-A-Wish® Day at Keeneland Gives Kentucky Kids an Unforgettable Bluegrass Experience, Approach Marketing
- PROBono for Red Sox Foundation, PRLab at Boston University
- Ronald McDonald House Charities of Rochester Celebrates 25th Anniversary with Red and White Stripes, Ronald McDonald House Charities
- The Christmas Connection of Jackson County, Betty Farmer/Western Carolina University
- VVMC/Starting Hearts Strategic Alliance, Vail Valley Medical Center

Corporate-Nonprofit Partnership

- H+K Strategies and Usher Syndrome Coalition Partnership, Hill+Knowlton Strategies
- Home for the Pawlidayz, Best Friends Animal Society
- Make-A-Wish® and WZPL Grant Record Number of Wishes During 2015 Request-A-Thon, Approach Marketing
- Vinnes CEO Sleepout 2015, Rowland. Pty Ltd
- Witness the Power of Story, Viacom and WITNESS

Crisis Communication

- AAP Reiterates Safety and Importance of Vaccines After GOP Debate, American Academy of Pediatrics
- Roberts Wesleyan College Responds to Racial Incident on Campus, Roberts Wesleyan College

Event PR

- Bra-vo for Breast Health Supports New Breast Imaging Center, Dixon Schwabl
- EHCMA’s 2nd Workforce Development Golf Tournament, Fifth Ring
- National Youth of the Year, Agency MSI
- Skyward-LiveWell-Recruitment, FUSIONWRX, a Flottman Company
Fundraising Campaign

- A Weight Off Their Shoulders, Operation FINALLY HOME
- Club Curry: Curry in Wonderland, MacFarlane Group
- Leader Dog Canine Development Center, Leader Dogs for the Blind
- Make-A-Wish® Unveils a Big Surprise at the Kentucky BIG Wish Gala, Approach Marketing

Marketing Campaign

- New Patient Welcome Kit, Erie Family Health Center
- The Future of Healthcare is Here, DEVENEY

Media Relations Campaign

- 2016 Holiday Campaign, World Vision
- Aurora St. Luke’s Introduces World’s First 4D Cardiovascular Ultrasound Technology from GE, Aurora Health Care
- Cavities Get Around, Delta Dental of Colorado Foundation
- Kids Help Phone's BroTalk Launch, Porter Novelli Canada
- RBSC - Highland Street Foundation's 2015 Free Fun Fridays Campaign, Rasky Baerlein Strategic Communications
- Remembering Dr. Howard Jones, father of in vitro fertilization in the United States, Eastern Virginia Medical School
- Special Delivery: Messages of Hope, CARE USA

Newsletter

- CREWnews, CREW San Diego
- Plug Into AHAM, Association of Home Appliance Manufacturers

Publication

- AWAY, Mobility International USA
- Best Friends Magazine, Best Friends Animal Society
- Health Beat, Spectrum Health
- Jewish VOICE, Jewish Federation of Delaware
- Patrons Magazine, Torrance Memorial Medical Center
- Thrive, University of Michigan Comprehensive Cancer Center
- Understanding Today, Impacting Tomorrow: ACI’s 2015 Sustainability Report, The American Cleaning Institute (AC
Social Media Campaign

- #JoinTheHerd, WildAid
- #WhyIVax, American Academy of Pediatrics
- Amplifying the #HIMSS15 Conversation, SHIFT Communications
- Born At Einstein, Einstein Healthcare Network
- Go Red For Women, Ignite Social Media
- Miracle A Day, DEVENEY
- Power of One Social Campaign, Milton Hershey School

Video

- Bayou District Foundation, Purpose Built Communities
- Einstein Healthcare Network Celebrates 150 Years of Compassionate Care, Einstein Healthcare Network's 150th Anniversary Video
- Hogs for the Cause, DEVENEY
- Man Up Get Checked (September Awareness 2015), Prostate Cancer Foundation
- Running for a Reason, My Team Triumph
- What did you want to be when you grew up?, Youth Services Bureau of Ottawa

Website

- CalPERS Website Redesign, CalPERS
- Corporate Website, Crescendo Interactive, Inc.
- Pink Vail Website, Vail Valley Medical Center
- Website, Mobility International USA
- Yale New Haven Health System Redesign, Yale New Haven Health