

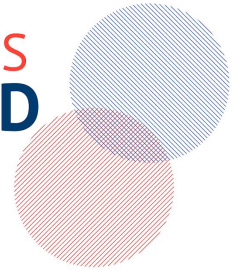
**THE CLARENCE B. JONES IMPACT AWARD**

**NOMINEE:**

**JUDGE NAME:**

**CLARENCE B. JONES  
IMPACT AWARD**

CELEBRATING COMMUNICATIONS FOR GOOD  
THAT MAKES A DIFFERENCE



*Note to judges: This award is intended to honor extraordinary work that is strategic (it is focused and purposeful) and impactful (there is clear data and evidence the work made a difference in addressing a significant social challenge).*

Criteria	Points	Comments
Nominee's communications work achieved extraordinary and consequential impact (1-30 points)		
Nominee's work was demonstrably successful at achieving its stated goals (changing policy, shifting perceptions, etc.) (1-20 points)		
Nominee's work is replicable and the principles of their campaign can be applied to other efforts (1-20 points)		
Nominee's work represented an innovative approach and extraordinary thinking (1-15 points)		
Nominee used data and/or evaluation to inform and refine their communications strategy (1-10 points)		
Nominee promoted and/or advanced the field of communications for good (1-5 points)		
TOTAL POINTS AWARDED: /100		