



It's Your Year to Win a Savvy!



Tips, Examples and Feedback to Make Your Entry the Best

Today's Team



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It's Your Time

- You have a strong project
- You will make the time to do it right
- You understand the requirements
- You want to demonstrate excellence



It's Your Time!

- The size of your community doesn't matter
- The size of your budget doesn't matter
- This competition looks for outcomes and creativity



It's Your Time

- Government leaders and residents appreciate national recognition
- Awards provide credibility for your work and its importance
- Entries create the world's great repository of incredible government solutions
- You don't live for the limelight, but a few raving headlines and a moment in the spotlight are pretty sweet

Winning a Savvy

PREPARING YOUR ENTRY: THE DESCRIPTIVE LETTER

Problem/Opportunity Statement

- What is the problem?
- Research is key
- Identify specific audiences
- Attach a written communications plan
- This format is a mindset for approaching all issues

Red Light Safety Cameras

Count violations
before cameras: 400
in 16 hours

National research

Data from vendor

Heartfelt stories of loss



"Agenda: Edina"



Why produce the show?

- Newspaper distributed just weekly
- Misinformation spreads quickly on social media
- Residents interested in visual communication

Intended Goals or Outcomes

- What do you want to accomplish?
- Objectives say who, what, by what measure and by when
- Outputs: # mailed, media stories, complaints, web visits, social media shares, # of attendees
- Outcomes: Changed behavior, ↓ in negatives, ↑ in positive, wins, etc.

Example

Red Light Cameras

- Reach 60% of Tallahassee drivers w/program awareness in one year
- In 6 mo., change behavior with 25% reduction in violations
- Implement multi-media outreach campaign resulting in a minimum of 500,000 potential outreach messages



Example

“Agenda: Edina”

- Deliver convenient communication
- Provide concise information on a variety of topics
- Increase online viewership from 15,000 per year

Documentation of Achievement

- How did you address the issue?
- How did you reach your target audiences?
- If you defined key messages how were they used?
- Let your creativity shine – what was unusual, unique, creative?
- Tell your story here – make it intriguing and interesting for the judges to read.

Documentation of Achievement

- Go back to your objectives – were they addressed?
- Share measurements – exceeded by 10%
- Did you make major progress in addressing the problem you first shared?
- How did this project enhance your community or the lives of residents?

Example

Red Light Cameras

- Survey showed 96% aware of cameras and 71% more likely stop at red lights
- 94% decrease in violations at monitored intersections
- 7 million potential media outreach messages (billboards, direct mail, TV, print, online, radio, etc.)



Budget and Use of Resources

- Define hard costs if any: printing, postage, ad buys, communication costs
- Staffing – must include hours spent. Not required to estimate \$ of staff time
- Explain anything done by outside vendors vs in-house

Example

“Agenda: Edina” Budget

Besides part-time staffing costs, the show's only expense is for its professional host. The average cost per episode is approximately \$400 in staff time plus \$225 for the host.

Example

Use of Resources for “Agenda: Edina”

Only in-house equipment is used to produce the show, and it is shot on green screen, eliminating an extensive lighting setup. The show is produced entirely in-house. Less than 20 staff hours are put into each episode.

Quick Tips

- Look at all categories.
- Consider entering more than one.
- Have a proofreader review final version.
- Supporting material helps, but not too much.
- Review past winning entries online at 3CMA.org/savvy. Note the various styles and approaches that were all winners!



Winning a Savvy

WHAT ARE JUDGES LOOKING FOR?

Secret to Success: Be a Judge

- 25% of score is based on the descriptive letter
- 75% is on the product, program or event
- 3 Awards – Savvy, Silver Circle, Award of Excellence
- Entries sometimes broken into population groups
- Judges are your peers nationwide

Savvy Judging

- Programs evaluated by categories
- May rate theme and consistency
- How well planned/implemented?
- Were objectives and goals met?
- How well does the entry show creativity and innovation?
- Judges comments – what you can put in your press release announcing win!

Savvy Judging

- Is the problem defined?
- Are goals defined & measurable?
- Are objectives met?
- Was the project successful?
- Is the statement well written?
- How defined is the budget/use of outside resources?

The 3CMA Savvy Checklist

- Two complete copies of entry
- Completed entry form
- Descriptive letter
- Supporting materials
- Short descriptor for Guidebook
- Graphic that illustrates your entry for awards presentation
- Check or credit card payment

Don't Forget ...

- It will take longer than you think
- You just have to jump in
- When you win – celebrate and share the victory!
- Enjoy knowing you are among the best of the best in local government
- Watch the mail, go online to ensure you are ready for Prime Time!

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