

ASAE's Gold Circle Awards recognize associations that demonstrate the highest degree of creativity, innovation, and campaign success. The Gold Circle Awards recognize creativity and innovative efforts in **15 remarkable categories** that move our organizations forward.

Criteria	Description / What to Look For	Points	Scoring Guidelines
1. Project Overview	Clarity of purpose and context for the project; provides a concise, high-level summary of what the project is and why it was undertaken.	**0–15 pts**	**15:** Clearly written, compelling overview that provides a clear sense of the intended project goals. **8-14:** Adequate context and clarity. **0–7:** Unclear or incomplete summary.
2. Goals & Objectives	Specific, measurable, achievable, relevant, and time-bound (SMART) goals that align with the organization's mission and the intended outcome of the project.	**0–15 pts**	**15:** Goals are well-defined and measurable; clear mission alignment. **8–14:** Some measurable goals but lacking clarity or alignment. **0–7:** Goals vague or not measurable.
3. Strategy & Tactics	Strategy demonstrates innovation, thoughtful planning, alignment with goals, and strong execution. Describes the "how" effectively.	**0–15 pts**	**15:** Innovative, well-structured, and comprehensive strategy with detailed, creative tactics. **8-14:** Solid plan and tactics, moderate innovation. **0–7:** Generic or poorly connected tactics.
4. Results & Metrics	Demonstrates clear success metrics and quantifiable outcomes. Uses metrics to determine impact and/or success of the project.	**0–25 pts**	**25:** Strong evidence of measurable results; clear linkage between actions and outcomes. **13–24:** Results described but not fully supported by data. **0–12:** Little or no data to show impact.

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5. Creativity & Innovation	Originality of concept, message, and/or execution. Demonstrates creative approaches to problem-solving.	**0–15 pts**	**15:** Unique, engaging, and highly original approach. **8-14:** Some innovation or creative touches. **0–7:** Conventional or repetitive approach.
6. Presentation & Supporting Materials	Quality, organization, and accessibility of submission materials (narrative, visuals, files, links).	**0–15 pts**	**15:** Polished, professional, and easy to navigate. **8-14:** Adequate clarity and organization. **0–7:** Disorganized or incomplete materials.

ASAE is committed to supporting associations on their path toward becoming consciously inclusive, providing leaders with knowledge and insight to grow and strengthen a diverse membership and helping leaders foster civil discourse and community mindedness. Associations that intend to remain relevant today and long into the future recognize the strategic importance of Conscious Inclusion (diversity, equity, inclusion, and accessibility (DEIA)) as an association management discipline. Many associations are working to build competencies needed to foster collaboration among volunteers and staff who come from a wide variety of demographic backgrounds and identities, recognizing that greater participation by diverse contributors can solve problems more creatively and identify growth opportunities. ***Associations may apply a conscious inclusion lens to a variety of operational areas, including member recruitment, leadership development, human resources practices, and conference accessibility.***

☐ Does the project incorporate elements of ASAE's commitment to conscious inclusion?

(space for judge comments)