

10 Tips for Crafting a Winning ATHENA Nomination

Pittsburgh Magazine Publisher Betsy Benson shares advice for crafting winning nominations for the ATHENA Award and the ATHENA Young Professional Award.

1. Tell the nominee what you're doing. **This cannot be a surprise; you will need to interview her and people who know her.**
2. Share the load. The marketing, public relations or human resources department of the nominee's organization may be available to draft some of the text, especially as it relates to the organization's mission.
3. Consider hiring a freelance writer, especially if you're pressed for time.
4. Skip the adjectives and focus on anecdotes and examples. One potent verb is worth a half-dozen clichéd adjectives.
5. Similarly, include results that the nominee has delivered – not vague superlatives like great, best, premier, leading, exceptional, etc.
6. Include direct quotes from your interview subjects that illustrate the impact the nominee has made.
7. Do not focus exclusively on the present. When possible, establish a pattern of achievement over time. What was the nominee doing in the early 2000s, for example?
8. Do not exceed three pages of text. (Each selection committee member will review dozens of nomination packages.)
9. Have someone review and proofread the nomination. Even editors need editors.
10. Remember: ATHENA awards go to women who actively assist women and girls in realizing their full potential. Successful nominations illustrate and quantify those actions and their impact.

Want more? Check out this **video tutorial**.



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