

AASCIF

COMMUNICATION AWARDS 2025

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AASCIF's goal is to recognize the best, most creative and effective communications programs created by member organizations.

Prizes are awarded in 8 categories. Additionally, there is a Best of Show category for the "Best of the Best" among the winners in all categories.

Award winners will have the opportunity to showcase their winning entries in an online awards showcase this fall.

ENTRY DETAILS

This year, entries will be submitted through a form that is available on the new AASCIF website. If you have not signed in to your new account, please go to aascif.org to do so. You will need to be signed in to submit an entry.

Once signed in, click Resources in the top menu, then click 2025 Communication Awards. All entries will only be accepted through the online form. You will be asked to upload large files such as video, websites or creative design via [provide a link]. All other supporting materials should be submitted in PDF format. All supporting materials must use the following naming convention:
STATE ABBREVIATION_CATEGORY NUMBER

Entries will only be accepted through the online form. The deadline for entry submission is **Friday, September 19, 2025**.

ELIGIBILITY

Participation is open to all AASCIF-member boards. Entries should represent the fund or board for which they were created.

Items produced between January 1, 2024 - December 31, 2024 are eligible for entry.

Entries must not have been submitted in previous AASCIF Communication Awards.

You may only submit one entry per category. Participants are only allowed four entries total. Identical entries in more than one category will not be accepted. Entry items cannot have been entered in past AASCIF competitions. Individual assets and pieces may be submitted both individually and as part of a larger campaign.

Entries received after the due date will not be accepted.

Please note that incomplete submissions will not be judged.

CATEGORIES



1 | EXCELLENCE IN DESIGN

Recognizing the art of visual communication, this category honors design excellence in both printed and digital formats such as logos, posters, cards, flyers, and brochures. It highlights aesthetic and functional aspects of these materials, which play a crucial role in branding and marketing strategies.



2 | INTERNAL CAMPAIGNS

This category showcases internal campaigns and communications designed to engage and inform employees such as newsletters, flyers, brochures, intranet pages, or blogs. Entries should demonstrate creativity, strategic thinking, and effectiveness in achieving internal communication objectives.



3 | VIDEOS

Dedicated to the power of visual storytelling, this category recognizes outstanding video productions. Entries may be submitted as MP4 files or links and will be judged based on creativity, execution, and how effectively they communicate their intended message.



4 | EXCELLENCE IN WRITING

This category is for exceptional writing across any medium, including blogs, whitepapers, articles, and guides. Submissions must be a minimum of 500 words, showcasing mastery in language, coherence, and the ability to engage and inform readers.



5 | EXTERNAL CAMPAIGNS

This category is dedicated to all materials created for external campaigns and media placements, billboards, radio spots, television commercials, Connected TV (CTV), e-marketing and display advertising. Entries should showcase the creativity and effectiveness to engage the target audience.



6 | SOCIAL MEDIA CAMPAIGN

This category includes single posts or entire social media campaigns. Entries should be submitted as PDFs or links, highlighting their innovation, engagement metrics, and overall effectiveness in leveraging social platforms.



7 | WEBSITE/MOBILE APP

This category showcases websites and mobile apps that are launched, redesigned, or refreshed within the contest eligibility period. Include the URL or instructions to download the app. Judges will view the website or app on the day of contest judging.



8 | COMMUNITY IMPACT

This category honors initiatives that demonstrate significant philanthropic impact including projects focused on charitable giving, community engagement, or volunteer efforts.

HOW TO PREPARE

YOUR ENTRY

Deadline for entry submission is Friday, September 19, 2025. Entries must be submitted in the AASCIF online community. If you have not yet set up your free account, go to <https://aascif.memberclicks.net/Communication-Awards2025>.

1

Select Your Best Work:

Review the work your team produced between January 1, 2024, and December 31, 2024 and select your best work based on the award entry categories.

2

Prepare:

Formulate answers to the following questions so that you can easily enter them into the online submission form in the AASCIF online community.

- **Objectives and Strategy.** What are the specific and measurable objectives of the program? How does the content, vehicles used, and overall appearance support these objectives? Who are the targeted audiences? What was the overall strategy to reach those audiences? Please include the roles of internal staff and external consultants. How does your submission support diversity, equity, and inclusion?
- **Evaluation.** How was the entry's success measured? How do the results relate to the stated objectives?
- **Budget.** What was the overall budget? What was the cost per piece to produce? List the individual costs of all components, including consulting fees.

3

Complete the Online Submission Form:

- **Visit** <https://aascif.memberclicks.net/CommunicationAwards2025> and log in.
- **Click** 2025 Communication Awards in the top menu to open the online form.

- **Complete** the award submission questionnaire in the online form.
- **Upload** all your samples to the online form. All entries must be electronic files. PDF entries may include links to external media or to your website resources.
 - o Note: All uploaded entries must use the following naming convention: STATE ABBREVIATION_ CATEGORY NUMBER, for example: TX_CAT1.PDF
- **Click** Submit Your 2025 Entry.

TIPS FOR WINNING ENTRIES

- 1 Clear and **readable**.
- 2 One sentence that **clearly states the objective** of the entry.
- 3 Concise and compelling summaries. (Suggestion: **tell the story** of the entry.)
- 4 Articulate the challenge or the problem that was overcome. (Suggestion: include **the result** as well.)
- 5 Conduct qualitative or quantitative **research** (as part of the work that guided creation of the entry).
- 6 Establish **specific, measurable objectives** (e.g. what you were trying to change, by how much, in what period of time.)
- 7 Show how your **evaluation links to objectives**.
- 8 Include specific **stakeholders/ audiences**.
- 9 Include **detailed budget** (ie., describe how you made the best use of your budget and include hard and soft costs, such as time.)
- 10 Make sure you are **following the online form requirements**.

JUDGING CRITERIA

- » A panel of judges will review all submissions and score the entries based on a rubric. The top scoring entries will be selected based on numeric scores.
- » Entries will be evaluated by a panel of communication professionals from AASCIF member state funds and boards, and may also include representatives from local PRSA Chapters.
- » AASCIF-member fund representatives may not judge entries submitted by their own state fund.
- » All entries submitted will be considered and evaluated within the category in which they were submitted. Awards will be given at the Gold, Silver and Bronze levels based on the scoring rubric and merit of the work.



SUBMISSION

Remember to enclose the following items in an electronic format:

1

Contact Information.

2

Entry summary.

3

Entry and supporting materials.

DEADLINE

The deadline for receipt of all entries is **Friday, September 19, 2025.**

Late entries will not be accepted.