ClearMark Award Entry Worksheet

Please use this worksheet while preparing your nomination. It’s helpful for writing and editing your entry before using our online submission form. You can also use it to get approval on your submission with your Legal, Public Affairs, or Communications teams.

This worksheet shows all the information you’ll need to provide, in the order we ask for it. Please note that you won’t submit this document. You’ll need to enter your information using [our online form](https://centerforplainlanguage.submittable.com/submit/).

Section 1: Nominator information

The name, email address, and phone number of the person we can contact for any questions about your nomination.

Nominator

Publishing Organization

Second Organization (Was this worked on by two organizations?)

Phone number

Email

Section 2: Owner or publishing organization contact

If the nominator doesn’t work for the organization that published the entry, who can we talk to at the publishing organization?

Contact name

Email

Phone

Section 3: About the entry

How would you like to identify your entry in the Awards program and publicity?

**Entry Title**   
Entry Language

 English

 Spanish

|  |  |
| --- | --- |
| **Entry Type**  Digital – Websites  Digital – Apps and Microsites  Digital – Emails and Newsletters  Letters and Correspondence  Posters, Charts, and Fliers  Infographics  Brochures - Up to 10 pages  Brochures – More than 10 pages  Legal Documents  Forms, Applications, and Statements  Before and After – Print  Before and After – Digital | **Digital – Websites** – Any website with more than 20 pages of content.  **Digital – Apps and Microsites** – An app can be a tool such as a wizard or interactive advisor that lives within a website, or a standalone app for a phone and/or computer. Microsites are websites with up to 20 pages of content.  **Digital – Emails and Newsletters –** Emails or newsletters delivered electronically.  **Letters and Correspondence** – These communications are delivered primarily through print.  **Posters, Charts, and Fliers** – These are primarily print and use both information design and copy to tell a story.  **Infographics –** Visual representations that use data visualization and copy to tell a story.  **Brochures - Up to 10 pages** – Print or digital brochures up to 10 pages. Digital brochures are typically submitted as PDF files.  **Brochures – More than 10 pages** – Print or digital brochures with 11 or more pages. Digital brochures are typically submitted as PDF files.  **Legal Documents** – Regulations, contracts, leases, privacy statements, jury instructions, or other documents addressing primarily legal issues.  **Forms, Applications, and Statements** –Forms and applications are formatted documents that allow people to submit information. Statements show the transactions of a financial account.  **Before and After - Print** – Revised print document that includes both an original, difficult document and the revised, plain language version. Judges consider the improvements.  **Before and After - Digital** – Revised print document that includes both an original, difficult document and the revised, plain language version. Judges consider the improvements.  **Please note:** Videos by themselves are not eligible for a ClearMark award. Videos can be submitted as part of a website or application. |

**Publication date**   
Was the entry published between 2017–2019? If not, it isn’t eligible for nomination.

 Yes

 No

**What is the entry trying to do or communicate?** Limit 400 words

**Who is the target audience?** Limit 100 words

Who is this entry designed for? Approximately how many people are in this group?

**What constraints were you working under?** Limit: 200 words

Describe any limitations or constraints the judges should consider, such as legal requirements, budget, time, or formatting guidelines.

**Did you evaluate the entry?** Limit: 400 words

Describe any audience research, comprehension or usability testing, or other methods you used to determine that the audience learned, understood, and remembered what you intended them to. Describe how you used audience research findings to shape or iterate your entry.

**What was your entry’s impact?** Limit: 200 words

Show how your entry increases participation or compliance, saves time or dollars, or reduce customer service calls.

**Attach your document or provide a URL** Size limit: 10MB

Accepted formats for online submission: doc, docx, rft, pdf, jpg, gif, png, zip

**Focus pages**   
If your entry is more than 15 pages, please identify 5 pages that the judges should focus on.

For documents, provide page numbers. For websites, provide specific URLs. Judges will not hunt for your pages. Include both navigation pages and content pages.

1.

2.

3.

4.

5.

Section 4: Finalist/Winner information

We’ll use this information if you’re a finalist and/or category winner.

If you’re a finalist, you can receive up to three certificates. What three names would you like to feature?

Please list the name of your entry and organization, as you’d like them engraved on the trophy, if you’re selected as a winner.

Please list your preferred contact for managing the awards/trophies, if you’re a finalist (Name, email, phone):

Please list your preferred public relations contact (Name, email, phone):

Please list any agency you’d like to feature that supported you on your project:

What is your Twitter handle? We want to tweet about the winners.

**Terms of participation**

By submitting this nomination for a ClearMark Award, you agree to:

* allow the Center for Plain Language to publish your entry and entry information for publicity
* allow the Center to post or link to your submissions on our website
* allow the Center to use the names and photographs or your team members and the ClearMark Awards Ceremony attendees without additional permissions

If you receive an Award of Distinction, you agree to:

* do your best to attend the Clarity2020 conference gala
* speak to the media, if requested
* share links or copies of any internal and external publicity (news stories, blogs, videos) about your entry

Do you agree to the terms of participation?

 Yes. I agree to the terms of participation.

Bottom of Form