



nature INSPIRATION AWARDS

How To Complete A Successful Nomination

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Photo: Steel Iceberg sculpture by Bill Lishman / Sculpture d'iceberg en acier de Bill Lishman

Canada





Introduction

Each year, the Canadian Museum of Nature receives numerous nominations for the Nature Inspiration Awards.

This “tip sheet” will guide you in completing the best possible application for consideration by the jury.

In general:

- ✓ Cite specific examples, rather than a more general recitation of an organization’s or person’s achievements
- ✓ Focus on a specific project that reflects the contribution of the organization or person towards nature inspiration
- ✓ Submit select images, videos or other documents that show the impact.

To guide you through your nomination application, here are some tips.

Leadership, Innovation, Inspiration

The bulk of your application requires you to describe the nominee's achievements in three main themes: leadership, innovation, and inspiration.

Leadership

Describe how the nominee has demonstrated initiative in the fields of natural sciences, environment or nature protection, or sustainable practices at a local, national, or international scale.

Consider how the nominee and/or project:

- Strives to be the "first" or a leader in the area
- Takes responsibility and shows initiative
- Sets a strong example for others

Innovation

Describe how the nominee's project or initiatives show innovative approaches to nature inspiration. Use examples to do so.

Consider how the nominee and/or project:

- Does things differently, "against the grain"
- Shows curiosity and is eager to learn
- Tries a new approach to solve a problem or engage others

Inspiration

Describe how the nominee has encouraged or motivated other people or organizations to get involved for the benefit or nature and sustainability.

Consider how the nominee and/or project:

- Has a sense of purpose and direction
- Provides others with a capacity to take action
- Has a clear vision and follows it

How To Prepare Your Answers

The nomination is completed on a JotForm template. While you can save the form and return to a page later, we advise you to do a draft of the main elements first, which can then be copied into the template when you are ready to submit it.

Brainstorm how you are going to fill out your application by creating a short version of it first. At the end of this document, you will be able to view the nomination questions for your rough draft.

Start by answering the questions in point form, and then build up the rest from there. Get to the point and respect the word count. What was the objective? Were goals met? What was the outcome?

Collect any additional information that will help support your answers, such as budgets, statistics, plans, and more.

Be Clear and Direct

Your application is going to be read by a jury of professionals from a range of backgrounds.

Do not assume that the jury understands why your initiative is important, so write as if you are explaining your project to someone for the first time.

- ✓ Illustrate who, why, where and how your initiative was done, and what for
- ✓ Be direct and clear in your choice of words and avoid jargon
- ✓ Follow-up statements with an example where possible

Illustrate Impact

Examples will allow your nomination to shine! For this reason, the awards look for applications that focus on a specific project, rather than a general summation of a person or organization's achievements.

Actions speak louder than words. If your organization facilitated an event that was successful, let us know why and how. Was a goal put forward, and met? How did this happen? What were the outcomes? Who was affected?

Without quantitative and measurable examples, it is hard for the reader to grasp its significance. The following will offer some insight as to how best to structure your examples.

Example #1



"The conservancy welcomes students and connects them with countless organizations."

"The conservancy welcomed 1,000 students in 2019, and connected them with 15 organizations such as the John Doe Park and the Jane Doe Association."

Example #2



"Our event was successful and reached numerous government officials."

"Our event was successful and reached 130 government officials in British Columbia, such as John Doe and Jane Doe."

Example #3



"When we started, we only had a few specimens. Last year, we received a grant and acquired a few more."

"At the beginning of 2017, our gallery housed just under 200 specimens. Part of our five-year plan included receiving funding to increase our collections. By 2019, after receiving a grant of \$5,000 from the Nature Foundation, we were able to acquire 500 more."

Supporting Documents

To complete your nomination, please provide supporting documents that compliment your application by illustrating your nominee's achievements.

Please provide a large body of visual work – that being photos and videos of your nominee and their initiatives. The more visual material, the better, as it will help showcase the nominee's achievements if selected as a winner or finalist. Articles are helpful, but please try to keep them contained to 2-5 attachments.

You Are Now Ready For That Rough Copy!

The questions are outlined on the following pages. Please feel free to use them as a reference, but know that only final applications submitted through the online nomination form at nature.ca will be considered.

If you have any questions about your application, please do not hesitate to email us at awards@nature.ca

We look forward to your nomination!



Questions

● Choose a Nomination Category

- Youth
- Adult
- Not-for-Profit Organization (Small and Medium)
- Business (Small and Medium)
- Adult
- Not-for-Profit Organization (Large)
- Business (Large)

● Nominee Information

- Name
- Date of Birth
- Address
- Telephone Number
- Email
- Website Address

● What is the name of the project of initiative being nominated?

● Nominator Info

- Telephone Number
- Email

● For Businesses

- Please provide a link or document with your public financial statements

● I confirm that this application meets the eligibility requirements as described in the Call for Nominations section on nature.ca

- Agree or disagree

● Background of Nominee

- Provide an overview of the nominee's project or initiative and its impacts, as well as a background on their qualifications and history. 500 words maximum.

● Leadership

- How has the nominee demonstrated initiative or leadership in the fields of natural sciences, environment or nature protection at a local, national, or international scale? 500 words maximum.

● Innovation

- Provide examples of how the nominee's project or initiatives show innovative approaches to nature inspiration. 500 words maximum.

● Inspiration

- Share how the nominee has encouraged or motivated other people or organizations to get involved for the benefit of nature. 500 words maximum.

● Supporting Documents

- You are encouraged to provide supporting documents that illustrate the nominee's achievements
- Videos and image files may be sent using the file-sharing site Google Drive. By uploading these supporting documents, you are acknowledging that the museum may use this material for promotion of the Nature Inspiration Awards. This may include use of images, video and text
- If you are having problems with this field, you may write N/A into the field and send your Google Drive URL to awards@nature.ca