

THE NEW
ARIZONA
PRIZE





WATER CONSCIOUSNESS CHALLENGE

An initiative of the Arizona Community Foundation,
Republic Media, and Morrison Institute for Public
Policy to create the Arizona of tomorrow.



Established in 1978, the Arizona Community Foundation is a statewide family of charitable funds supported by thousands of Arizonans. With five regional offices serving communities across Arizona, ACF is among the top 30 community foundations in the nation with more than \$670 million in trust and endowment assets, and is certified under the National Standards for U.S. Community Foundations. Last year, ACF and its affiliates awarded more than \$40 million in grants and scholarship funding to some 3,000 nonprofit organizations, schools and government agencies. www.azfoundation.org



Technologically advanced, integrated information services company providing people with information they need, when they need it, and through whatever medium they choose to receive it. As Arizona's leading provider of news and information, Republic Media publishes a 110-year-old daily newspaper (The Arizona Republic) in Phoenix that reaches 1.5 million readers each week, a Spanish-language weekly newspaper (La Voz) reaching 60,000 readers each week, and has a multimedia presence that includes television station KPNX 12News, azcentral.com and arizonarepublic.com. Specialty publications include Buyer's Edge, Republic Real Estate, Republic Rentals and direct mail services. www.azcentral.com



Statewide leader in examining critical issues for Arizona and the region, and is a catalyst for public dialogue. An Arizona State University resource, Morrison Institute uses nonpartisan research, analysis and public outreach to help improve the state's quality of life. <http://morrisoninstitute.asu.edu>

Made possible through the support of the Tashman Fund.

August 4, 2014

LETTER OF INVITATION



Dear Partners:

Since 1978, the Arizona Community Foundation has facilitated and supported the philanthropy of individual, family, and corporate donors, channeling resources to community organizations in Arizona and beyond. Today, we are expanding the way in which our charitable assets are deployed and welcoming new partners. We continue to award traditional grants, but most recently we have committed to hosting philanthropic prize competitions designed to attract new thinking and innovation. Our prizes offer an open, transparent and fair experience for anyone competing to deliver innovative solutions to our state's challenges. We are proud to announce a series of competitions in partnership with Republic Media (The Arizona Republic, azcentral.com, 12News and La Voz) and the Morrison Institute for Public Policy. Welcome to The New Arizona Prize.

The New Arizona Prize is designed to include specific challenges, each with separate rules and rewards, all aimed at creating the Arizona of tomorrow: a state where innovation thrives, where ingenuity is supported and where the best thinking can be harnessed to create long-term, positive solutions to persistent needs.

After months of research, we convened experts representing political, policy, business, nonprofit, entrepreneurial, and academic interests. We asked them to help shape the first challenge by identifying an issue of significant importance that would trigger widespread engagement from citizens and others, including some who might not typically participate. Together, we agreed that a clear and alarming threat to Arizona's water consumption needs justifies broad attention and investment. As we investigated those issues, we developed a roadmap that – with your participation – offers meaningful opportunities to raise the public's consciousness, motivate people to become more educated and compelled by the future threat, and ultimately drive the development of new and innovative solutions to our water consumption needs.

There are two related challenges. The first rewards a strategy to raise the public's consciousness of the issue, while the second will inspire development of products, services and businesses that will help address the issue and create solutions. In the first phase, we are launching the Water Consciousness Challenge, detailed in this Briefing Book. Following that competition, we will develop a second phase challenging entrepreneurs to showcase products, services and businesses to facilitate more efficient water use. Raising the public's level of consciousness, understanding and concern is a critical pre-cursor to supporting products, services and businesses in response to the threat of water scarcity over the next 15 to 25 years.

As you consider either fielding a team to participate in the Water Consciousness Challenge or helping identify teams that might participate, please recall our promise of an open, transparent and fair experience. We will reward one multi-disciplinary team with \$100,000 to implement their proposal, but every team that submits an application will receive valuable feedback from credible authorities and chances to connect with others. Interested parties will log in to a dedicated website where they will receive instruction to guide their participation. We will launch the website on Friday, September 26, but this Briefing Book is your early invitation to consider your participation or to promote this opportunity to others.

Please read this Briefing Book in its entirety before submitting any questions to info@azprizes.org

Sincerely,

A handwritten signature in black ink, appearing to read 'Steve Seleznow'.

Steve Seleznow, President & CEO
Arizona Community Foundation

A handwritten signature in black ink, appearing to read 'Thom Reilly'.

Thom Reilly, Director
Morrison Institute for Public Policy

A handwritten signature in black ink, appearing to read 'John Zidich'.

John Zidich
President, Publisher, Chief Executive Officer
Republic Media & The Arizona Republic

THE OVERVIEW

This Briefing Book is intended to provide advance notice of the detailed requirements for participating in the Water Consciousness Challenge. If you have received a copy and would like to share this Briefing Book with others, you may direct them to www.newarizonaprize.org, where a virtual copy may be downloaded and saved.

On September 26, you can return to our website and register in order to begin composing your team's proposal. On the website, you can connect with other registrants, join discussion forums, organize your team, chat or host video conference calls, and receive specific guidance and instruction. You must register by December 19.

BACKGROUND

In January 2014, the Arizona Department of Water Resources (ADWR) released a report projecting a growing imbalance between water supply and demand across the state starting as early as 15 years from now. Water is a critical resource supporting quality of life and economic development, and yet decades of water affluence have emboldened growth at rates that current water resources cannot sustain. Because of Arizona's history of successful water management and policy, ADWR warns that "lack of an immediate problem increases the potential for inaction, running the risk of procrastinating and not motivating ourselves to plan and invest in our future¹." When asked about general awareness of our water consumption needs, the Director of the ADWR explained, "We need to start having that conversation now²." Therefore, we're challenging participants in this first phase of The New Arizona Prize to increase the public's understanding of these important issues.

The Water Consciousness Challenge is designed to deliver two specific goals:

First, we want to realize the most creative and compelling digital content strategy that will drive broad public understanding of water scarcity issues and move these issue to the forefront of Arizonans' minds. Teams will propose a creative content strategy that relies primarily on digital mediums, with an emphasis on social share-ability, to ensure that the public understands the facts and recognizes the urgency of the warnings that our state leaders and other experts are making. The winning team will receive \$100,000 to implement their proposed strategy.

Second, we want to build a community of leaders who are prepared to assume the mantle of water policy leadership that this state has proudly produced for generations. So, while not every team will win, each proposal will receive detailed feedback from credible authorities—affording participants a value-added experience and opportunities to connect with each other, even for those who may not receive funding from us. We hope that by offering a network of like minded individuals, we can facilitate introductions and identify new interests willing to support this cause. As the Water Consciousness Challenge unfolds, we will maintain regular communications with our registrants, including notices of new challenges and other opportunities that our community of registrants may pursue.

What is required of you?

Because we have designed the Water Consciousness Challenge as an open, transparent and fair participation process, it is important that we explain the requirements of each participating team. This Briefing Book includes:

- *a detailed timeline of critical durations and deadlines for each phase of the competition*
- *a copy of the application that competing teams will be asked to complete*
- *the Trait Scoring Rubric that our judges will use to assess each completed application.*

¹ Arizona's Next Century: Strategic Vision for Water Supply Sustainability, ADWR, January 2014 (pg. 72); <http://bit.ly/1pHpHjl>.

² "Fixing Arizona's Water Shortage Will Cost Us (So, Let's Plan Now)." Arizona Republic, 20 January 2014; <http://bit.ly/KtHVGf>.

While these details are intended to spur your interest, we also realize that many other details require further explanation. So, we will publish all remaining information on a dedicated website, which will launch on September 26. The website will include the identities of credible authorities on this subject who will serve as judges. We want you to know what is required of you and how you will be assessed (as well as by whom), even before you've had a chance to register.

As you start considering your proposed consciousness-raising strategy, there are a few rules that we must clarify. First, we are only inviting teams to participate. Research from the Harvard Business School indicates that prize competitions are more likely to produce results when a wide variety of disciplines are involved, particularly those that are not typically associated with the target subject matter³. In other words, you stand a better chance of winning when you invite team members who do not ordinarily focus their attention on water scarcity issues, but who offer specific experience and rigorous skills that may transfer from one field to another. Start thinking about who you want to invite to your team, such as experts who understand the needs of your targeted community, as well as those versed in delivering effective marketing content (such as media and marketing specialists or community organizers).

As you develop your team, consider that the winning proposal will receive \$100,000 to implement the proposed strategy. So, your total costs, including any resource requirements to deliver content, must be included in your budget. We remain sensitive to ensuring that our rewards are commensurate with the level of effort that we expect from you. To this end, we spent months interviewing experts and engaging professionals who are familiar with successful awareness campaigns. There are many variables that will affect your cost, one of them being the "area of interest" of your target audience. For this competition, you are allowed to limit your target audience to the Phoenix metropolitan area and surrounding communities⁴, and within those geographic boundaries you may further define your target audience – you get to decide the intended reach of your strategy and build a budget to match those ambitions. However, this is a minimum expectation, and some of your competitors may employ tactics that are not constrained by geographic boundaries, such as social media and online digital content which can be easily broadcast to a wider audience. The choice is yours.

Last, we know that other variable costs include developing market research or reliable information that will inform your strategy. While there is a wide range of available data, supporting the recent warnings published by state officials, our partners include think tanks, print media journalists and experts who are compiling some of the most recent findings; we will provide that information to you once our dedicated website has launched. You will have opportunities to access the most reliable information upon which you can build key messaging. And, as you define your target audience, we invite you to consider other statistics that we will publish that reveal the make-up of the Phoenix metropolitan area and surrounding communities (your minimum geographic boundary). We look forward to providing this information, but welcome any additional research that your team might begin compiling now.

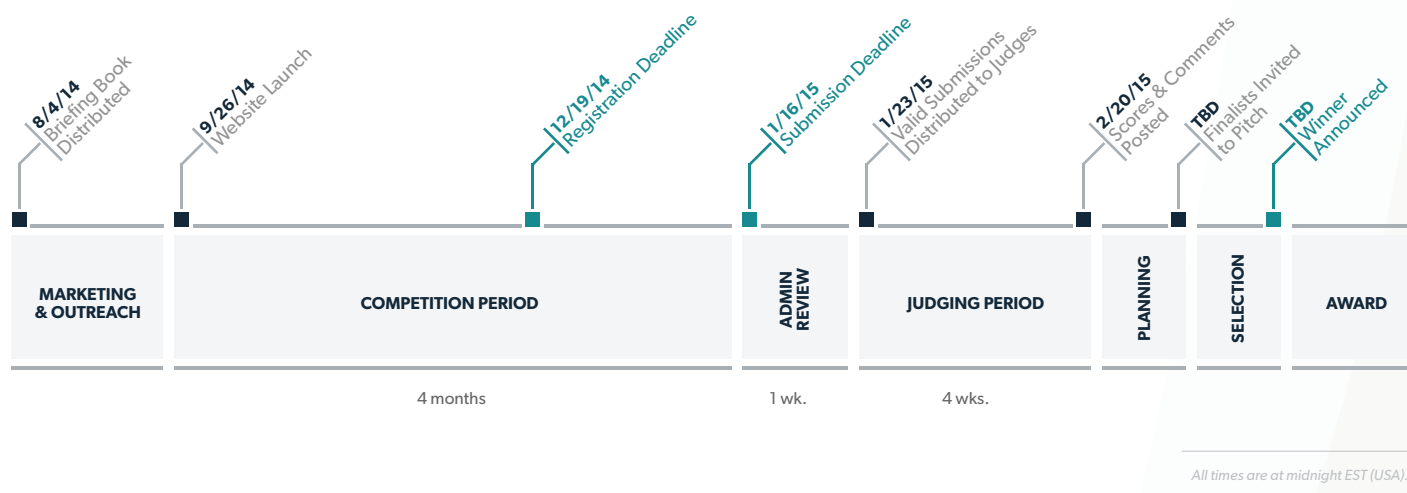
³ Lakhani, K., et al., "The Value of Openness in Scientific Problem Solving," Harvard Business School, 2007: <http://hbs.me/1mSMhD2>.

⁴ After carefully considering the needs of statewide interests and their water scarcity challenges, we have decided to set this minimum geographic boundary, based on targeting the area that commands the largest share of water resources across the state. We realize that there are many communities in need of greater awareness, but we want our teams to focus on those areas which appear to need the most information. Experts representing the interests of the Phoenix metropolitan area agree that stronger awareness of recent warnings of water scarcity by state officials and others would have significant impact by focusing on those communities.

TIMELINE

Starting today, you have the opportunity to begin forming your team. However, over the next month and a half (August 4 to September 26), you may seek further clarification by contacting us at: info@azprize.org

During that time, we hope that you will consider all of the application requirements that are contained in this Briefing Book and other details of the competition. However, once we have launched the website (September 26), you may register and begin formally recognizing your team, either as a collective of individuals or as an organization (i.e., a not-for-profit or company). If you choose to wait and register as an individual, you can log in to our dedicated website to meet others and form your team.



After registration has closed (December 19), you will have another month to complete your team’s application. During that time, prize administrators will begin communicating with your team directly in an attempt to predict the total number of likely completed applications. We will calculate the level of response so that we can ensure that every qualifying application is reviewed by five judges. We will deliver five reviews for each completed application so that we can statistically normalize the review process⁵. By adopting this mathematical technique, we can ensure that every team is treated fairly. So, during the last month of the competition period, you can expect to receive more frequent communication—including the possible announcement of new judges—depending on the likely number of responses.

Once all of the applications have been submitted (January 16), our team will conduct a review of each submission. This administrative review occurs over one week and is designed to ensure that every application complies with the minimum requirements and other basic standards. Any application that is not distributed to the judges will be tagged. Registered teams will receive detailed explanations if their applications do not move forward to the next phase of judging.

⁵ We will publish our normalization algorithm on the dedicated website. For more information on the process of normalizing scores, please see: <http://bit.ly/1ki4ekb>

Once all of the completed applications are distributed to our judges (January 23), an Evaluation Panel will begin scoring and commenting upon each assigned application, using the same scoring tool. During those four weeks, each Evaluation Panel member will be provided specific instructions. We will work with the Evaluation Panel members to address any potential conflicts of interest so that the distribution of applications is a fair and diligent process.

After all of the Evaluation Panel members have calculated their scores and provided comments, the results will be posted on our website (February 20). We want each team to receive detailed feedback, so we will reach out to you to provide specific instruction for how to access your scores and comments from each of the five judges assigned to your team.

Once the rank order of the teams has been calculated, a group of Finalists will be invited to attend a final “pitch” presentation to a second group of judges, the Selection Committee. Those judges will assess each Finalist team in a more formal and direct setting to determine the winner. During the Finalist presentations, your team may be invited to offer additional information, but the Selection Committee members will use the same scoring tool as the other judges to determine the final winner.

Shortly after the Selection Committee has determined the winner, we will announce the results on the website, and the winning team will enter into a separate agreement with the Arizona Community Foundation to implement their strategy.

THE APPLICATION

Every registered team must complete the application requirements described here. Please read all of them before submitting questions. To offer a set of guidelines for what is required, please consider this checklist:

- Teams are invited to participate. Teams may represent a collection of individuals or an organization (i.e., a not-for-profit or company). Individuals can register, but they must work with others to form a team before submitting a final application – partnerships are encouraged.*
- Teams must propose a targeted content strategy to inform and activate a public understanding of water scarcity challenges within a defined community.*
- Teams are encouraged to emphasize how their proposed strategy will reach the broadest audience possible in a meaningful and measurable way.*
- Teams must offer sample materials to showcase their talents for delivering compelling and memorable experiences to the target audience – those materials can range in media type and purpose, but content should be digital/social and “shareworthy.” Other activities, events, or gatherings may be proposed but they must support and reinforce the digital content strategy.*
- Proposals must include detailed project plans and budgets to indicate the feasibility of each strategy.*

A YOUR TEAM

The following request for information captures a basic understanding of the leadership, structure, vision, and capabilities of your team.

Who are you?

Each team must identify a leader who assumes final responsibility for completing the application. Team leaders may delegate responsibilities to others, but each team leader will act as the primary point of contact and must coordinate answers to any questions and/or have a working knowledge of all decisions made by the team.

Point of Contact

Please provide the name and title of your team leader for the purposes of communicating with your team. If your team is a group of individuals with no formal titles, then the Point of Contact may simply indicate the title, "team leader," and later describe how that role relates to the other team members.

[TEXT BOXES: NAME (First, Last) & TITLE]

Contact Information

Please provide the phone number(s) and email address(es) of your designated Point of Contact. Team leader contact information will only be used for the purposes of the competition.

[TEXT BOXES FOR PHONE NUMBER(S): DIRECT PHONE & EMAIL (alternates are optional)]

Organizational Structure

Teams may consist either of a group of individuals or a structured organization with governing control over the proposed strategy. Organizations may be either not-for-profit or for-profit. If your organization is for-profit, please indicate your legally recognized structure (e.g., sole proprietorship, limited liability corporation, etc.).

[START WITH "TEAM OF INDIVIDUALS" OR "ORGANIZATION"]

[IF ORGANIZATION IS CHOSEN, OFFER "NONPROFIT" OR "FOR-PROFIT" OPTIONS]

[IF "FOR-PROFIT" IS CHOSEN, OFFER AN OPEN TEXT BOX FOR "LEGAL STRUCTURE"]

Date Established

Please provide the year in which your team or organization was established. If your organization has been reorganized or restructured, only offer the most recent date of instatement. If you are forming your team for the purposes of this competition, you must designate the current year.

[OPEN TEXT/NUMBER BOX]

Team Size

Please provide the total number of team members. If the team is an organization, please indicate the total number of staff within the last reported fiscal period.

[OPEN TEXT/NUMBER BOX]

Management

Please provide a narrative description of your management structure with the name/title for each senior team member or executive responsible for delivering the proposed strategy, and their relationship to any other team members or executives. You may describe a formal structure, but if your team is loosely constructed, please offer a description of how the parties share responsibilities and/or hold one another accountable. Include a brief biographical statement for each of the top three team members or executives. You may also list the name and credentials of up to three key advisors, not included as team members, who may counsel decisions where management lacks relevant credentials. If your organization is governed by a board of directors, please describe the board briefly and any controlling authority that it may have.

[OPEN TEXT BOX (up to 250 words)]

Partnerships

If your team or organization has agreed to partner with one or more other organizations, please list each partner organization in bullet-point format, indicating the name of each partner organization, the point of contact for each partner organization (name/title), contact information for each partner organization (phone and email), and the legal structure of each partner organization. Each team is strongly encouraged to develop partnerships. Following the list of partners, provide a brief narrative of the structure of your partnerships, such as roles and any specific decision-making control between the parties. Please note that all other elements of the application assume that your team or organization is the final controlling authority, that any financial commitments within one or more partnership(s) are disclosed, and that those obligations are incorporated as part of your own financial and operational considerations; if these assumptions are incorrect, please do not proceed further.

[TEXT BOX (up to 250 words)]

Introductory Team Pitch!

You have established who you are. Now, please condense the most salient points describing your relevant credentials, which will serve as a brief and final pitch for your team or organization. This brief pitch may be used in other materials to encapsulate your talents and to offer others an overview of your capabilities.

[TEXT BOX (up to 150 words)]

B YOUR STRATEGIC CAMPAIGN

In this section, you will describe your proposed creative content strategy. Your proposal should emphasize how your approach aligns with the four traits that will be used to score your application. Take time to highlight both any broader strategies that will lead to increased awareness among your target audience and the specific strengths of your tactical approach to implementing your content strategy. Keep in mind that some proposal requirements include baseline expectations. You are encouraged to exceed any minimum requirements.

Problem Statement

Each team must start with a clear understanding of why their proposed strategy is necessary. You will show that you understand the underlying facts that support a need for greater consciousness of water scarcity in Arizona and among your target audience. Focus on data that may set the stage for how you've shaped your strategy.

The Big Challenge

Please provide a concise description of the current water scarcity challenges facing the state of Arizona. Offer detailed facts drawn from credible sources, indicating that you've researched the issues and understand the most important data. You may also rely on any predictions, drawn from recent findings, which offer a clear roadmap to the future of Arizona's water needs. Here, you are defining the problem; you do not yet need to propose solutions. However, you may also focus on whether one or more aspects of the problem have been insufficiently addressed and why. Approach this exercise as an investigative journalist – lead with facts. And, just as any great news story includes a description of those involved, you may explain any previous attempts to solve the problem and why the big challenge persists within the current environment. Keep your explanations brief but compelling.

[TEXT BOX (up to 250 words)]

Your Target Audience

Your proposed strategy must be implemented (at a minimum) within the Phoenix metropolitan area and surrounding communities, also known as the Valley of the Sun. However, within those minimum geographic boundaries, you get to define your target audience. Provide a detailed description of who they are, what interests them, and how they're connected to the water scarcity issues that you've previously described. You may cite broader statistics related to your target audience, but your response needs to illustrate that you grasp local interests and conditions. Show that you understand the current environment where you have chosen to implement your content strategy.

[OPEN TEXT BOX (up to 250 words)]

Your Approach

Now that you've defined the problem that you are solving and the target audience for your proposed strategy, you are invited to offer a description of your tactical plans for implementation.

Your Strategy

Briefly describe your overarching approach to raising the public's consciousness of the problem that you have described for your target audience. Your explanation needs to include your core philosophy or strategic approach to capturing your audience's attention in order to illustrate any guiding principles or other considerations which would clearly differentiate it from competing strategies. Please ground your strategy with a description of the tactical or operational plans that you've chosen to adopt. Some teams may prefer to use only digital media or online content, while others may also incorporate boots-on-the-ground tactics (e.g., guerilla marketing), special events, community organizing or other campaigns. In any case, this is your opportunity to explain why you have adopted a particular strategy and how your strategy will translate into meaningful and widespread engagement. Keep this overview short but inspire the judges to want to learn more.

[OPEN TEXT BOX (up to 150 words)]

Your Pitch

Here is your opportunity to share an overview of your proposed strategy, your goals and any considerations which validate your approach, including how your approach may produce measurable indicators of success. Your response may be used by administrators to summarize your proposal for a public audience or other partners.

[OPEN TEXT BOX (up to 250 words)]

Your Plan

In this section, you will be asked to provide more specific details about your proposed content strategy. Please read all of the requirements first to avoid redundancy. Your plans must build in a manner that leaves the judges with a detailed understanding of your goals, the measure of your success and the steps required to achieve your proposed outcome(s).

Depth of Engagement

Please describe the experience that your strategy will deliver to a single representative of your target audience. This is your opportunity to emphasize depth of engagement. Regardless of how many individuals you plan to reach, you must first describe this typical experience, and later you will have an opportunity to project the reach of your strategy. If you plan to offer multiple opportunities for engagement, please illustrate a successful example of one individual's experience across the full range of your efforts.

[OPEN TEXT BOX (up to 150 words)]

Breadth of Engagement

Please provide the total number of individuals who will experience your proposed strategy. For some, this is easily measured by head count (e.g., those exposed to your materials); for others, exposure may be harder to count (e.g., arming one group with information to reach another group). In any case, you are asked to provide the number of projected individuals who will experience your strategy. Later, you will have the opportunity to describe how you will calculate those and other measurable outcomes. Do not include individuals who might experience the strategy through their direct involvement managing or volunteering in the effort.

[OPEN TEXT BOX (up to 150 words)]

Strategic Tracking & Metrics

Describe your methodology for measuring the overall performance of the proposed strategy. You will choose how to calculate your performance, but you are required to submit projected goals and the means through which you will track results. While strategies may vary according to their goals and the way in which they define success, our judges will assess your metrics according to how precisely your methodologies track meaningful outcomes and how closely your metrics are linked to a meaningful assessment of your performance.

[OPEN TEXT BOX (up to 150 words)]

Strategic Duration

Please provide the total duration of the proposed project (in months). Every project must occur over a minimum of three months. Teams will be judged on their ability to meet or exceed the minimum three-month requirement.

[TEXT/NUMBER BOX FOR TOTAL MONTHS]

Your Strategy

Please list the individual tasks that you must complete to implement and manage your strategy. This exercise is important for the judges to assess the feasibility of your proposal. For some, project plans are not linear, meaning that tasks may overlap or persist over the entire plan; this is acceptable.

We are providing a tool for you to document your strategy. Please indicate tasks by number and name. You will be assessed based on the level of detail that you provide. We encourage you to identify any subtasks that will support primary tasks. Please list each task chronologically by start date and enter end dates accordingly. For tasks that start at the same time, please begin with the most essential and continue the list in order of importance.

TASK DESCRIPTIONS (IN CHRONOLOGICAL ORDER BY START DATE)	TASK START DATE	TASK END DATE	TASK DURATION
ENTER TASK# & NAME OF TASK (E.G., TASK#1: CAMPAIGN LAUNCH MEETING)	(DATE FORMAT)	(DATE FORMAT)	(TOTAL DAYS)
ENTER TASK# & NAME OF TASK – INDICATE ANY SUB-TASKS OR TASK DEPENDENCIES	(DATE FORMAT)	(DATE FORMAT)	(TOTAL DAYS)
ENTER TASK# & NAME OF TASK – INDICATE ANY SUB-TASKS OR TASK DEPENDENCIES	(DATE FORMAT)	(DATE FORMAT)	(TOTAL DAYS)
ENTER TASK# & NAME OF TASK – INDICATE ANY SUB-TASKS OR TASK DEPENDENCIES	(DATE FORMAT)	(DATE FORMAT)	(TOTAL DAYS)
TOTAL PROJECT DURATION:	(TASK#1 START DATE)	(FINAL TASK END DATE)	(TOTAL DURATION)*
NOTES: You may enter up to 150 words of clarifying comments, to describe any issues which are not easy to understand in your chart			

* To comply with the minimum project duration (see above), the total number of days from "TASK#1 START DATE" to "FINAL TASK END DATE" must meet or exceed 90 days.

Strategic Support

Now that you have mapped your strategy, please describe the use of any volunteers or other in-kind resources by describing those contributions against each relevant task identified in the plan. Your description of any necessary support is intended to show where difficult tasks will be supported through means other than funding. In your response, you may refer to partnership(s) that have been previously identified.

[OPEN TEXT BOX (up to 250 words)]

Strategic Risk Management

Please describe any threats to the proposed strategy and your plans to address them. While every plan is different, we expect you to identify any assumptions that imply risk and how you intend to manage those risk(s) if your underlying assumptions prove untenable.

[OPEN TEXT BOX (up to 150 words)]

Strategic Scalability

Please describe your strategy for growth. Base your description on data provided in previous responses, such as how the successful execution of key tasks may increase your reach. Your growth strategy should rely on detailed descriptions of inherent strengths, which would lead to scalability.

[OPEN TEXT BOX (up to 150 words)]

Sample Creative Content

For the judges to understand what you plan to deliver, here is your opportunity to showcase your creative talent. As you compose your sample content, please consider the following instructions:

- While some strategies are designed to arm the public with specific activities for addressing a problem, your only job is to raise consciousness – please direct all of your resources towards this goal.*
- Your sample content must showcase your potential. You do not need to provide every set of materials that you plan to use; only offer your strongest and most compelling representation of your work.*
- Your sample content must tie back to your plans in order to depict what an individual will experience when they are exposed to your proposed strategy.*
- All sample content is subjected to the terms and conditions of your participation in the competition, which allow for sharing your sample content with others (e.g., judges, prize administrators, et al.).*

People are drawn to creative content differently, and we want you to have multiple opportunities to express your content creatively. Digital media offers many popular outlets and distribution channels (e.g., social networks, etc.). We also appreciate that a solid digital campaign can be enhanced through ancillary activities, such as traditional grassroots marketing, special events or community organizing efforts. So, you are provided with options for showcasing your sample creative content. You may use as many of them as are available to you, but you must submit at least one sample of your proposed digital content strategy.

Here are your options:

Video Content (Option)

We encourage you to make a personal connection with your audience, and one way to connect is by using video to express yourself. Today, smart phones and inexpensive video recording devices provide opportunities to capture and produce video content easily. We hope that you will use this medium, either to showcase content that will be available for your target audience or for you to speak to our judges to explain other media.

You are allowed to upload a short digital film that follows these guidelines:

- *A maximum length of five minutes (which may include one or more videos).*
- *The video must focus on your proposed content. Do not repeat what is described in other sections or expand upon other aspects of your proposed plan (use this time to present new information).*
- *Your video must be in English (although if your content strategy is going to be offered in both English and Spanish, you should indicate this).*

Video submissions that do not follow these guidelines may be removed from the application.

Here are some logistical and technical suggestions:

- *Video cameras, digital cameras, tablets and phones offer easy ways to record your video.*
- *Laptop and desktop computers can typically record video through software that is readily available on those devices, such as Skype, iMovie, MovieMaker, or other options.*
- *If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process.*
- *If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser (Google's Chrome browser is preferred).*

[UPLOAD VIDEO FILE OPTIONS]

Static Images (Option)

Whether you choose to use video footage or not, you are provided with the option of uploading static images that depict your sample content. For those using video, we recommend that you capture one or more images from your video footage that represent themes or key messages and provide them here. For others, this is an opportunity to reveal another form of visual imagery that depicts specific content or the means for delivering sample content. We recommend that you take this opportunity to showcase your creative talent and/or compliment other forms of planned media.

You are allowed to upload one PDF file that may contain:

- *One or more images with accompanying text to describe those images and any intended use (in English).*
- *A minimum original file size of 150dpi (print size) per image is needed.*

- *Only content that directly ties to your proposed plans – please only include images and accompanying text which are self-explanatory.*

Static image submissions that do not follow these guidelines may be removed from the application.

[UPLOAD PDF FILE]

Narrative Description (Option)

Finally, while video and static images are often enough to capture your sample content, we want to make sure that we are not limiting your creative talents in any way. So, you have the opportunity to cover any additional content that may not translate well in other media here. In 250 words or less, you can offer a narrative description of any other media and how you plan to use it. Please limit this option only to describing media or content that is not previously captured in video, static images or descriptions of static images.

You are allowed to upload one PDF file that may only contain a narrative description of sample content (in English) not previously described in the other options.

[UPLOAD PDF FILE]

C YOUR RESOURCE REQUIREMENTS

While the information that you provide under the previous section, Your Strategy, is intended to reveal strategic and practical implementation plans for your approach, we also require other information necessary for our judges to understand the health and scalability of your proposal. For this reason, you must submit a detailed budget and notes, explaining all of your resource requirements.

Financials

Total Cost

What is the total cost to implement the proposed strategy within the specified duration? This includes capital expenditures and operational expenditures. Please list each cost category in the following table and provide notes for the cost categories if they require further explanation. Please clarify whether each cost category is a capital expenditure or an operational expenditure.

LINE ITEM DESCRIPTION	AMOUNT (US DOLLARS)	
ENTER COST CATEGORY & DESCRIPTION	(\$	ENTER COST)
ENTER COST CATEGORY & DESCRIPTION	(\$	ENTER COST)
ENTER COST CATEGORY & DESCRIPTION	(\$	ENTER COST)
TOTAL:	(\$	TOTAL COST)
NOTES: (you may enter up to 150 words of Budget Notes to describe cost categories, etc.)		

Total Capital or In-Kind Needs

Please indicate the amount of resources secured to date to implement the strategy. You may enter the source of the secured funding or in-kind contributions in line-item descriptions. Also, please indicate any outstanding capital required to implement the strategy over the proposed duration. Identify this amount by entering "OUTSTANDING CAPITAL" in the last line item description. The amount of "OUTSTANDING CAPITAL" should be equal to \$100,000. If it does not, then provide a clear explanation for how you plan to secure the balance before your application can be considered feasible.

LINE ITEM DESCRIPTION	AMOUNT (US DOLLARS)	
ENTER SOURCE OF CAPITAL OR IN-KIND RESOURCES & DESCRIPTION	\$	FUNDING/VALUE
ENTER SOURCE OF CAPITAL OR IN-KIND RESOURCES & DESCRIPTION	\$	FUNDING/VALUE
ENTER SOURCE OF CAPITAL OR IN-KIND RESOURCES & DESCRIPTION	\$	FUNDING/VALUE
TOTAL:	\$	TOTAL FUNDING/VALUE
NOTES: (you may enter up to 150 words of Budget Notes to describe sources of capital or in-kind values, etc.)		

THE SCORING PROCESS

As you consider developing your team's proposed strategy, please take time to understand the scoring process. For many teams, the traits upon which you will be scored will help define the way in which you plan your strategy and the level of detail that you provide. Each application will be scored against four distinct traits (see TRAIT SCORING RUBRIC on next page). Those traits require that every team focus on delivering a strategic approach that is:

COMPELLING / ACCURATE / COMPREHENSIVE / FEASIBLE

To understand the scoring process, please take time to analyze the TRAIT SCORING RUBRIC. For each trait, your application will be scored on a five-point scale. We have provided descriptive words to clarify the extreme values for each end of each scale, and we have provided sub-scoring range definitions. If a judge chooses to score an application with a score of 2.7 (out of five possible points) for the trait, FEASIBLE, we have provided a description for that scoring range. However, so that our judges are provided with the opportunity to more precisely explain their decision, each score for each trait is has a minimum 50-character explanation. Since your application will be assigned to five separate judges, every completed application will receive scores and comments for each trait from each judge, providing you with detailed feedback and justification for the final ranking of your performance.

The scoring process was designed to ensure an open, transparent and fair experience—both for each applicant team and the judges assigned to them.

By providing you with detailed feedback, it is our intention that you can use that information to continue communicating with your fellow registrants. We hope to build a community of practice among our teams, individuals and groups who will continue to work on raising their target community's consciousness of this important issue. By offering you tools to chat, email and conference with like-minded individuals, you can use the scores and comments from your assigned judges to explore how your team or others have performed, to advance your own prospects or plans for implementing your strategy (regardless of whether you are funded by us), and to adjust those plans according to the feedback from respected authorities.

TRAIT SCORING RUBRIC

JUDGING CRITERION #1: COMPELLING (0-5 points)						
Does the Campaign offer a fresh, forward-looking, and groundbreaking approach that will lead to greater awareness about water scarcity facts and needs in the targeted community?						
	0	1	2	3	4	5
	Promoted style over substance or lacked new and original ideas or methods with no clear campaign strategy.	Employed novel and interesting messages and/or methods but failed to create a cohesive engagement strategy.	Presented appealing and original messages and methods with a satisfactory engagement strategy.	Delivered intriguing and stimulating messages and methods with a sophisticated engagement strategy.	Introduced irresistible and groundbreaking messages and methods with an exceptional and inspirational strategy.	PROVOCATIVE
COMMENTS:	Each Judge will enter a minimum 50 character explanation of their score for this trait.					

JUDGING CRITERION #2: ACCURATE (0-5 points)						
Does the Campaign correctly describe the facts and related data that best represent the challenges of water scarcity in the targeted community?						
	0	1	2	3	4	5
	Failed to take into consideration data available in target community; messages were incorrect.	Paid basic attention to data available in target community but messages were unclear.	Recognized valid facts and statistics in target community; messages responsibly represented situation.	Paid attention to specific details and focused on targeted issues; messages skillfully delivered.	Grounded by a precise understanding of the data; messages authentically conveyed.	CREDIBLE
COMMENTS:	Each Judge will enter a minimum 50 character explanation of their score for this trait.					

JUDGING CRITERION #3: COMPREHENSIVE (0-5 points)						
Does the Campaign include a plan for reaching a broad number of residents in the target community and in a meaningful and lasting way?						
	0	1	2	3	4	5
	Showed that only a limited number of residents in target community may become familiar with the intended message at all.	Presented a plan to inform a moderate number of residents about the issues in a way that only offers marginal lasting influence.	Indicated that an acceptable number of residents will understand the message in a substantive way.	Presented a plan that significantly reaches a large number of residents in target community and educates them in a meaningful way.	Illustrated that a prevalent number of residents will be inspired and that the issues are illuminated in a lasting and powerful way.	WIDESPREAD
COMMENTS:	Each Judge will enter a minimum 50 character explanation of their score for this trait.					

JUDGING CRITERION #4: FEASIBLE (0-5 points)						
Does the Campaign include a plan that justifies the required investment, offers a realistic solution to the specific challenge, and accounts for key operational and tactical hurdles that can be overcome?						
	0	1	2	3	4	5
	Misguided by an optimistic understating of obstacles; underestimated the effort required to deliver results.	Addressed basic obstacles to general recommendations but not with specific or realistic tasks.	Demonstrated a realistic and efficient plan with sufficient attention to detail.	Addressed specific obstacles with plans tied to detailed, measurable and cost effective strategies for implementing the campaign.	Guided by practical and concrete plans with detailed timing, funding, return on investment, and measured outcomes.	PRACTICAL
COMMENTS:	Each Judge will enter a minimum 50 character explanation of their score for this trait.					

NEXT STEPS

Once you have received your copy of this Briefing Book, you may begin developing your team and formulating your strategy. On September 26, please visit our website at www.newarizonaprize.org, where we will provide further details and launch the formal registration process. We encourage you to begin researching the issues of water scarcity today, targeting the specific communities that you plan to reach, formulating your approach, and soliciting bright and creative individuals to join your team.

If you have any questions, please direct them to info@azprizes.org

