

**Shine a light
on leaders who ...**

motivate share
build community
collaborate innovate
foster diversity
inspire

Calling for
EXCEL Award Nominations

The Gelman, Rosenberg & Freedman EXCEL Award

The Excellence in Chief Executive Leadership (EXCEL) Award spotlights outstanding leadership among Washington area nonprofit chief executives. The award recognizes achievement in the areas of innovation, motivation, community building, ethical integrity and strategic leadership.

Eligibility Guidelines

To be qualified for consideration, nominees must:

- hold a salaried, full-time (minimum 35 hours per week) chief executive position at a 501(c)(3) nonprofit organization based in the Washington metropolitan area. The geographic area is defined as the District of Columbia, Suburban Maryland (Montgomery and Prince George's Counties) and Virginia.
- be an executive director, CEO, president or other chief salaried employee of a Washington-area nonprofit organization with an annual budget under \$10 million.
- have served as the chief executive in his/her current organization for a minimum of three years as of May 31, 2018. All examples and explanations used in the application must have occurred during the applicant's tenure at the current organization.

Any individual meeting these requirements may be nominated. There is no fee to participate. Past EXCEL Award winners are ineligible for future EXCEL Award consideration.

The Award

Up to three people will be selected as 2018 EXCEL winners. Each winner will be given access to a **\$5,000 professional development account**. The awardee's organization will receive a **\$2,000 cash award** to be used to support professional development programs for its staff.

Up to two people may be selected as honorable mention recipients. Each honorable mention recipient's organization will receive a **\$1,000 award** to support professional development programs for the candidate and/or its staff.

Any winner whose organization is not a member of the Center for Nonprofit Advancement at the time of the Award presentation, will be granted Center membership. Membership dues will be deducted from the recipient's grant award. The recipient will have full access to all resources available to Center members for a 12-month period.



Professional Development Account Defined

The professional development account can be spent on future educational or professional development activities related to the role and responsibilities of leading a nonprofit organization.

Covered expenses include:

- Classes (i.e., adult education, professional development or higher education)
- Executive coaching
- Leadership training programs
- Conferences
- Books/magazines
- Professional memberships
- Services to benefit professional development as leaders of a nonprofit organization

Sample expenses could include opportunities like enrollment in a certificate program at a local university, hiring an executive coach to gain a new skill or a strategic outlook to career expansion, membership in a professional association or participation in Leadership Greater Washington or other similar program. Creative ideas that connect to the individual's professional development are welcomed.

The account will be available for a 24-month period. All expenditure requests will be reviewed and approved by the EXCEL Award committee chair and the Center staff. The committee chair and Center staff retain the right to review and accept or refuse any expenditure request. All decisions are final. Only pre-approved expenses will be covered. Award account money cannot be spent on an organization or individual that is affiliated with or is a family member of the winning executive director. Any expenses beyond the \$5,000 amount will be the responsibility of the awardee.

To receive the award money, please submit a copy of the PAID invoice for what the money was spent on. Expenses will be covered by reimbursement. Payments will be made within 60 days of submitted paperwork. Any unused dollar amount in the account will be forfeited. If the EXCEL Awardee leaves his/her chief executive position (either by his/her own choosing or as a board decision) during the two-year expenditure period, the remaining amount in the account will be forfeited.

The money given to the awardee's organization for the purpose of staff development will follow the same criteria as above.

Award Sponsorship

This competition began in 2005, and 2018 marks the twelfth year that the Bethesda-based accounting firm Gelman, Rosenberg & Freedman is sponsoring the award. It is administered by the Center.



center for nonprofit
advancement

Nomination & Selection Process

It is the committee's responsibility to select candidates to advance in the selection process. The selection committee will be composed of nonprofit community stakeholders.

The selection process includes five stages:

- 1 Nomination:** All eligible EXCEL Award candidates must be nominated. Nominations can be made by board members, staff members, volunteers, clients or community members. Nominations can be made with or without the candidate's knowledge. Self-nominations will not be accepted.

A nominator is welcome to consult and collaborate with the nominee so that a strong well-developed nomination can be submitted. Only one nomination per individual will be considered. If more than one nomination for an individual is received, nominators will be contacted to determine which application is to be forwarded to the selection committee for consideration. Nominations are due by 5:00pm, Friday, July 13, 2018.

E-mailed applications must be submitted in Microsoft Word by 5:00pm on July 13, 2018 to: taylors@nonprofitadvancement.org.

No additional letters supporting the nomination will be accepted or forwarded to the selection committee.

- 2 Selection Committee Decision:** The selection committee will review nominations and choose up to 10 semi-finalists. Both the nominator and the candidate will be contacted. For candidates not selected to move forward, only the nominator will be contacted.

- 3 Interview:** Nominees advancing to this stage will be given a 30-minute interview by members of the selection committee. This interview will take place on Tuesday, August 28. Questions will focus on leadership philosophy, skills and experiences as chief executive. When candidates are invited to attend the interview, they will be asked to submit their organization's current mission statement and annual report, budgets and audits from the past two years.

If the nominee is not available on the requested date and an alternative date must be arranged, full selection committee participation cannot be guaranteed at this interview.

- 4 Site Visit:** A visit by members of the selection committee at each finalist's organization will be scheduled. The candidate and the nominator will be required to attend this meeting. Up to two others are also welcome to speak on behalf of the candidate. Site Visits will be scheduled with the finalists during the timeframe of September 11-21, 2018.

- 5 Selection:** Up to three people will be awarded the Gelman, Rosenberg and Freedman 2018 EXCEL Award. Up to two honorable mention recipients may also be selected. The decision of the selection committee is final.

2018 EXCEL Award Timetable

● Friday, June 1	Competition opens
● Friday, July 13	Application Deadline (submitted by midnight)
● Friday, August 17	Semi-finalists notified
● Tuesday, August 28	Interviews with semi-finalists
● Friday, August 31	Finalists notified
● September 11-21	Site visits at finalists' organizations
● Thursday, October 18	Winners announced at Center's Annual Celebration
● November 1, 2018 to November 1, 2020	Professional Development Account Expenditure Period



Nomination Form

Please complete **Parts One and Two** of this form.

Part One

1. Candidate's Name _____
2. Candidate's Title _____
3. Candidate's Organization _____
4. Organization's Mission _____
5. Candidate's Work Address _____
City _____ State _____ Zip _____
6. Candidate's Work Phone Number _____
7. Candidate's E-mail Address _____
8. Candidate's Organization Website _____
9. How did you hear about this award? _____
10. Nominator's Name _____
11. Nominator's Contact Phone Number _____
12. Nominator's E-mail Address _____
13. As the nominator, how would you describe your relationship with the candidate? (*check all that apply*)
____ Board Member ____ Staff Member ____ Volunteer ____ Client ____ Funder
____ Community Member ____ Other: _____
14. ____ Check here to verify the candidate is a full-time (35 hours or more), salaried, chief executive of a 501(c)(3) nonprofit organization.
15. How many years has the candidate served as the organization's chief executive? _____
(*Candidate must have served as organization's chief executive for at least three years as of May 31, 2018.*)
16. Organization Budget Size \$ _____
(*Eligible organization's budget must be under \$10 million.*)



Part Two

Please answer the following four questions. The responses to these questions will be considered in the EXCEL Award selection process. Please contain your submission to no more than 5,000 characters per question.

1. Why do you think the nominated individual is deserving of the 2018 EXCEL Award? Address how the candidate has led the organization in the areas of innovation, motivation, community-building, inclusiveness/diversity, and/or ethical integrity. Please include specific examples.
2. How has the candidate's leadership inspired the organization's stakeholders—board, staff, clients and community?
3. Share one specific "defining moment" that has occurred during the nominee's tenure that best expresses the nominee's leadership.
4. An important aspect of the EXCEL Award is to teach specific actions, activities, practices and philosophies that other nonprofit leaders can emulate. Share one specific "teachable moment" that has been implemented during the nominee's tenure that best expresses the nominee's leadership.

Application Submission Information

The application must be submitted by **July 13, 2018**.

Mailed applications must be postmarked by **July 13, 2018** and mailed to:

The 2018 EXCEL Award
Center for Nonprofit Advancement
1666 K Street, NW, Suite 440
Washington, DC 20006

E-mailed applications must be submitted in Microsoft Word by **midnight on July 13, 2018**. Send the completed application to: taylors@nonprofitadvancement.org.

Questions about the 2018 EXCEL Award should be directed to: **Taylor Strange**, COO, at 202.457.0540 or taylors@nonprofitadvancement.org.