

**WRITING GUIDANCE  
FOR  
MEMBER OF THE YEAR  
HALL OF FAME  
EXECUTIVE OF THE YEAR  
NOMINATIONS**

The keys to a well-written nomination are clarity, action, and tone. Clarity ensures the evaluators understand what the writer meant. Action keeps the focus on what the nominee did, and tone conveys the nominee's contributions. Follow a simple, logical progression in each statement. The most common and successful pattern is:

**What the nominee did, how the nominee did it, and the impact of that action**

Before writing your nomination, consider the following pointers that may help you achieve a good write-up:

- **Start early**, get a resume on the individual being nominated and ask the nominee's secretary or administrative assistant for more information.
- Use hard-hitting fact filled words and statements. Then, ask yourself, "Do your words paint an accurate picture of the nominee's accomplishments to the evaluator?" The Recognition Committee strongly suggests that all parts to the nomination form be completed.
- You need to have some personal knowledge of the person; writing a good nomination is more than filling it with facts; the facts need to be transformed into an impact and then the results of the impact need to be described.
- A copy of a winning nomination can be obtained from NMA to use as a guideline for preparing your chapter's nomination.
- Confine comments to the space provided on form.
- Emphasize the nominee's involvement in the National Management Association and your local Chapter or Council activities.
- When you think you have finished the write-up, let it sit for a day or two, then go back and read it. Ask yourself these questions: Does it say what you want it to say? Do the words used meet the test for directness, emphasis and impact? Were the non-impact words edited? Were strong action verbs used? Do the ideas flow smoothly?

**CLARITY:** Use terms that the evaluators are likely to understand. Use the simplest terms possible to describe your nominee's accomplishments. Spell out full titles the first time they appear and include the acronyms in parentheses after them. Avoid ambiguous words and phrases. Don't leave the evaluator wondering what you meant. Present strong evidence for strong statements and choose words carefully; be accurate. Cut out extraneous words, and be specific. This shows impact and lends emphasis to your statements. Ask someone in company communications department to read the nomination and give you their impression of it. If the reader understands it and feels the criteria for the award has been met, chances are the evaluators will too.

**ACTION:** A factor in emphasizing action is your choice of verbs and descriptive words. Vivid and action verbs make your comments compelling; bland verbs do not. The same principle applies to the other characterizing words. Strong descriptive words leave a lasting impression with evaluators. Dull and monotonous accounts of what someone did give the evaluator the impression the person you are talking about is average at best.

**TONE:** It is important to give evaluators a sense of how much the nominee's contributions are valued. Enthusiastic narratives convince evaluators the nominee is a valued contributor. Sedate nominations do not. Writing in active voice helps convey a sense of enthusiasm because it emphasizes what the nominee accomplished. Also keep in mind that enthusiastic words will not impress anyone, if they are not coupled with specific examples. Write with enthusiasm, but rely on the evidence that is presented to impress the evaluators. Convey not only what the nominee did, but how well the nominee did it and the impact on the organization, people, projects, etc.

NOTE:

***Member of the Year Nominations*** should only include those accomplishments that occurred during the past 12 months. In addition, there should be nothing in Part 1, 2, or 3 that would identify the nomination, such as, name, company name, chapter name, council name. Use generic terms like his/her company, his/her chapter, or his/her council.

***Hall of the Fame and Executive of the Year Nominations*** should include lifetime achievements of the nominee.