

# Guidelines for Application

To qualify for the John P. McNulty Prize, you must be a Fellow of the Aspen Global Leadership Network, with an active project two years underway that is poised to continue for the foreseeable future.

Submissions must be, or have substantially evolved from, the project designated as your leadership project during your fellowship. 2011 finalists are not eligible to apply for the 2012 prize.

**Application Deadline: April 16, 2012**

## 1. A Written Statement of the Project

*In narrative form—1000 words maximum. MS Word or PDF file format.*

Include:

- Your project mission.
- When, and why the project began, detailing the problems and issues the project addresses.
- Your role in the achievements of the stated criterion.

In your statement, please enumerate and address in detail each of the criteria:

### **Creativity**

How does the project reflect innovative or unique approaches to addressing issues/solving problems? How is the implementation exceptional?

### **Impact**

Describe the impact of your project on individuals and/or the community. Indicate the criteria used for measuring your project's achievements. Where possible, include number of people reached, financial impact and organizations helped. Describe the framework by which you are assessing your impact.

### **Sustainability / Lasting Contribution**

Please explain the financial structure of your project, how is it funded and how will it be sustained? What is the potential for and/or evidence of the long term impact of this project? What is your vision for the future? What are the next steps? Is there evidence that your project can serve as a prototype for others?

Entries will be judged on each criterion.

## 2. Pertinent Supporting Materials

*Demonstrate your record of success. Submission of materials limited to 10 - 8.5" x 11" pages. DOC or PDF file format.*

- Your CV
- Pamphlets, annual reports or other written reports to backers or investors
- Press coverage
- Letters and testimonials in support of your project.
- Financial statements (as applicable)

## 3. A Short Video

*Encouraged, not required—under 5 minutes in length and 100mb size, MP4, MPEG, MPG, or MOV file format.*

- Show and tell about your project, chiefly its creativity, impact and lasting contribution.
- You can personally narrate or have someone interview you, as well as show others involved in or affected by the project.
- We are not looking for professional filmmaking but for a very personal way to capture the power of your project.

*For some excellent examples please see the 2010 & 2011 finalists video submissions at [mcnultyprize.org](http://mcnultyprize.org)*

