



Recognizing Your State SNA Award Winners

The SNA awards program is a great opportunity to highlight the outstanding and important work of SNA members! The SNA awards program has been revamped and now awards have easy-to-understand names, new prizes, streamlined rules and online forms for easy nominating! All SNA state, regional, and national winners are honored at the Awards Ceremony at SNA's Annual National Conference. State winners can and should also be recognized by you - the state association. Below are ideas to help you recognize your winners at the state and local level.

At the State Conference

Your annual state conference is the perfect place to publicly thank and congratulate your state award winners! Below are a few ways to leverage your state conference to recognize your winners.

- **Highlight winners in your program:** Dedicate a page of your state conference program or booklet to showcase the winners. List their name, job title, and school district and a quote from their nomination or from the winner. Be sure to include a picture of the winner, if possible, and utilize the state award logos, available from SNA.
- **Recognize winners at the general session:** Do you have a couple minutes to spare at a general session? Bring your award winners up on stage for the praise and thanks they deserve! Use the state awards videos available from SNA to give the celebration a professional look. Take a look at the winning nomination forms and quote a few words about each winner to show why they won. Consider giving a bouquet of flowers or some other memento to each winner and definitely take a picture. You can use the pictures on your website and social media and in future publications.
- **Host an awards ceremony:** An awards ceremony is a great way to highlight your Employee, Manager, and Director of the Year, along with winners of other state-specific awards. ! Use the state awards videos available from SNA to give the celebration a professional look and be sure to take photos you can use in the future. Utilize the template presentation available from SNA to show the names of the winners as they are announced. Encourage members to wear business casual to give the ceremony a more meaningful feel or use your conference theme to make it a fun and cheerful event!
- **Hold a President's Reception:** Consider hosting a President's Reception—in which the board, award winners, and other special guests can gather together for a special event, some food, and fun.

At Local Chapter Meetings

Not only can state winners be recognized at the state and national level- they can be recognized at home, too!

- **Send a board member to recognize the winner:** Ask for a few moments at an upcoming local chapter board meeting. Along with other updates from the state and national association, the board member can personally thank and congratulate the
- **Encourage chapter leaders to congratulate the winner publicly:** Can't make it out to a chapter meeting? Call up the winner's chapter president and let them know the good news! Encourage the chapter leader to congratulate the winner in the chapter newsletter, on the chapter website, and at the next chapter meeting.

Offer Special State Prizes

While all state SNA award winners do receive a special certificate and recognition at SNA's Annual National Conference, this can be just the beginning. Consider adding another prize to the state award to encourage participation in the awards and give back to a deserving and engaged SNA member of your state. Here are a few ideas:

- **State Conference Registration and Travel Costs:** Consider giving your state award winners a free trip and registration to your annual state conference! Not only will you be sure that you can recognize the winner in person, but you'll be promoting the SNA awards and getting at least one- if not more- state conference attendee in the process. Good will grows and your membership will be happy to see you giving back to a member!
- **Logoed Prizes:** Use the newly-created state award logos to create a special gift for your winners! A pin, plaque, or even a tote bag would be a great addition to the prize and something special to provide from your state association.
- **Other prizes:** Survey your members and ask what they'd like to receive as a reward for earning an award! Giving an additional prize that they've selected could be a great incentive to get more participants in the SNA Awards Program.

Online and in State Publications

Congratulate your winners whenever you can! Winning an award is a big deal and something to celebrate. Consider making an announcement of the winners and then profiling each winner separately. Include pictures from the awards ceremony at ANC (always available for download on the SNA Flickr Page after the event) or your state conference celebration and utilize templates available through SNA. Here are some places you can celebrate your winners:

- In your state newsletter or magazine
- On your state Facebook page
- On your state website
- Via a press release

Showcase YOUR state awards, too!

Success breeds success. If your state association wins a membership or professional development award, share the good news with your members! Highlight the awards and thank your members for their part in the win through your state conference, publications, and website.