



Seven Tips for Submitting Your Gift of Coaching Award Application

1. Review all *eligibility criteria* to ensure that your organization is a good fit for the program.

Developing an application for the Gift of Coaching Award Program is a process that will require you to collate many details about your Chapter's pro bono initiatives. Before you begin, ensure that your Chapter meets the following criteria:

- The Chapter pro bono coaching initiative was implemented prior to January 1, 2018. (For the Portfolio Partnership, at least one of the 3 projects must be implemented prior to January 1, 2018.)
- Coaching Services delivered to the nonprofit organization(s) are/were entirely pro bono, i.e. coaching is/was not exchanged for money, goods or services.
- The Chapter's pro bono coaching initiative or portfolio of initiatives supports individuals engaged in the nonprofit context; i.e. a nonprofit or nongovernmental organization's staff or the population that is served.
- The Chapter's pro bono coaching initiative or portfolio of initiative establishes a significant coaching presence in the geographic area served by the Chapter.
- During the application review process, the Chapter Leader (or suitable designee) and a contact at the nonprofit partner organization(s) will be prepared to provide the panel of judges with additional/clarifying information about their coaching initiative. This may include a telephone interview with ICF Foundation Staff and/or Gift of Coaching Judges.
- 2017 Gift of Coaching and Culture of Giving Award winners and honorable mention recipients may not apply for either award in 2018.
- The organization, its leaders, and its public relations team are willing and able to publicly share information that points to the success of the pro bono coaching initiative (e.g., employee engagement and retention data, return on investment data, annual revenue). If you're using data in your nomination to demonstrate the impact of coaching, you should be comfortable having that same data shared publicly in press releases, published case studies, etc.

2. Make the nomination process a true *collaboration with the partner organization*.

The most successful Gift of Coaching Award applications represents a team effort between the ICF Chapter and nonprofit partner. A collaborative application process ensures that you provide our panel of judges with the fullest, clearest picture of pro bono coaching and its impact on the organization. This year's application will include a form that your non-profit partner will be responsible for completing.

3. Capture the *full scope of coaching across the organization*.

How has the pro bono initiative moved the mission of the nonprofit partner forward in their goals? What are the key learnings from the full scope of the initiative that motivated positive change within the partner organization? As a Chapter, what systems were put in place to ensure a framework was followed and professional coaching standards were utilized during the initiative?

4. Share specific *data*.

In the measurement section of the Gift of Coaching application, you'll be asked how your initiative developed and measured the impact of pro bono coaching on the nonprofit organization and managers/leaders. What are the observable and specific details that underscore the value, influence or effectiveness of the coaching initiative for the partner organization?

5. Use *storytelling* techniques.

Year after year, Gift of Coaching judges report that the best applications were the ones that shared meaningful data and tell a story. What was happening in the organization before pro bono coaching was implemented? What's changing because of coaching? How is coaching impacting the lives of individual employees? What about the organization as a whole? How has the initiative moved the partner organizations mission forward? Using narrative techniques to share this information will give judges valuable insights into the organization's coaching culture.

6. Incorporate *testimonials*.

Brief quotes from leaders, managers, and volunteers that highlight the impact of coaching at the personal and organizational level also have a powerful impact on judges. Consider weaving them into your nomination when and where appropriate. To ensure a blind review process, quotes must remain anonymous; however, we recommend giving some detail about the person's role in the organization. For example:

"After partnering with a pro bono coach, I have more self-confidence and am better at finding work/life balance." — Senior Marketing Specialist

7. Ask *questions*.

If you have questions or would like guidance at any step in the nomination process, please don't hesitate to contact ICF Foundation Staff, Amy Friskney, at amy.friskney@foundationoficf.org or +1.859.226.4373.