2018 OVERALL CATEGORIES
CANDIDATE DIVISION

A01  Direct Mail Campaign – Democrat
Series (more than one) of direct mail pieces made for any Democratic Candidate Campaign.

A02  Direct Mail Campaign – Republican
Series (more than one) of direct mail pieces made for any Republican Candidate Campaign.

A03  Television Campaign – Democrat
Series (more than one) of television spots made for any Democratic Candidate Campaign.

A04  Television Campaign - Republican
Series (more than one) of television spots made for any Republican Candidate Campaign.

A05  Digital or Internet Campaign - Democrat
Series (more than one) of digital or internet pieces made for any Democratic Candidate Campaign.

A06  Digital or Internet Campaign - Republican
Series (more than one) of digital or internet pieces made for any Republican Candidate Campaign.

A07  Phone Campaign - Democrat
Series (more than one) of phone calls made for any Democratic Candidate Campaign.

A08  Phone Campaign - Republican
Series (more than one) of phone calls made for any Republican Candidate Campaign.

A09  Radio Campaign - Democrat
Series (more than one) of radio spots made for any Democratic Candidate Campaign.

A10  Radio Campaign - Republican
Series (more than one) of radio spots made for any Republican Candidate Campaign.

A11  Fundraising Campaign - Democrat
Series (more than one) of fundraising pieces (any medium) made for any Democratic Candidate Campaign.

A12  Fundraising Campaign - Republican
Series (more than one) of fundraising pieces (any medium) made for any Republican Candidate Campaign.

A13  Field Campaign - Democrat
Series (more than one) of field pieces (any medium) made for any Democratic Candidate Campaign.
A14 **Field Campaign - Republican**
Series (more than one) of field pieces (any medium) made for any Republican Candidate Campaign.

A15 **Best Use of Opposition Research - Democrat**
Series (more than one) of opposition research (any medium) made for any Democratic Candidate Campaign.

A16 **Best Use of Opposition Research - Republican**
Series (more than one) of opposition research (any medium) made for any Republican Candidate Campaign.

A17 **Best in Show - Democrat**
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Democratic Candidate Campaign.

A18 **Best in Show - Republican**
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Republican Candidate Campaign.

**BALLOT INITIATIVE DIVISION**

A19 **Direct Mail Campaign**
Series (more than one) of direct mail pieces made for any Ballot Initiative Campaign.

A20 **Television Campaign**
Series (more than one) of television spots made for any Ballot Initiative Campaign.

A21 **Digital or Internet Campaign**
Series (more than one) of digital or internet pieces made for any Ballot Initiative Campaign.

A22 **Phone Campaign**
Series (more than one) of phone calls made for any Ballot Initiative Campaign.

A23 **Radio Campaign**
Series (more than one) of radio spots made for any Ballot Initiative Campaign.

A24 **Best in Show**
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Ballot Initiative Campaign.

**PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION**

A25 **Direct Mail Campaign**
Series (more than one) of direct mail pieces made for any Public Affairs/Issue Advocacy Campaign.

A26 **Television Campaign**
Series (more than one) of television spots made for any Public Affairs/Issue Advocacy Campaign.
A27  **Digital or Internet Campaign**  
Series (more than one) of digital or internet pieces made for any Public Affairs/Issue Advocacy Campaign.

A28  **Phone Campaign**  
Series (more than one) of phone calls made for any Public Affairs/Issue Advocacy Campaign.

A29  **Radio Campaign**  
Series (more than one) of radio spots made for any Public Affairs/Issue Advocacy Campaign.

A30  **Newspaper Campaign**  
Series (more than one) of Newspaper spots made for any Public Affairs/Issue Advocacy Campaign.

A31  **Best in Show**  
Series (more than one) of unique and exceptionally effective pieces (any medium) made for any Public Affairs/Issue Advocacy Campaign.

---

**2018 DIRECT MAIL CATEGORIES**

**CANDIDATE DIVISION**

**B01**  **For Governor**  
Direct mail piece made for any Gubernatorial Candidate Campaign.

**B02**  **For Down-Ballot Statewide**  
Direct mail piece made for any down-ballot statewide Candidate Campaign.

**B03**  **For Mayor**  
Direct mail piece made for any Mayoral Candidate Campaign.

**B04**  **For State Legislature**  
Direct mail piece made for any state legislature Candidate Campaign.

**B05**  **For Local/Municipal/Regional**  
Direct mail piece made for any local/municipal/regional Candidate Campaign - excluding Mayoral.

**B06**  **For Special Election - U.S. Senate**  
Direct mail piece made for any special election U.S. Senate Candidate Campaign.

**B07**  **For Special Election - U.S. House of Representatives**  
Direct mail piece made for any special election U.S. House of Representatives Candidate Campaign.

**B08**  **For Special Election - State Legislature**  
Direct mail piece made for any special election state legislature Candidate Campaign.

**B09**  **For PAC/Super PAC**  
Direct mail piece made for a PAC/Super PAC for any Candidate Campaign.
<table>
<thead>
<tr>
<th>Code</th>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>B10</td>
<td>For Organization</td>
<td>Direct mail piece made for an organization for any Candidate Campaign (including membership organizations).</td>
</tr>
<tr>
<td>B11</td>
<td>Bilingual/Multilingual/Foreign Language</td>
<td>Direct mail piece made in a language other than English for any Candidate Campaign.</td>
</tr>
<tr>
<td>B12</td>
<td>Early Voting/Absentee Ballot/Vote-by-Mail</td>
<td>Direct mail piece encouraging early voting/absentee voting/vote-by-mail for any Candidate Campaign.</td>
</tr>
<tr>
<td>B13</td>
<td>Best Use of Humor</td>
<td>Effective use of humor in a direct mail piece made for any Candidate Campaign.</td>
</tr>
<tr>
<td>B14</td>
<td>Best Use of Negative or Contrast</td>
<td>Effective use of negative or contrast in a direct mail piece made for any Candidate Campaign.</td>
</tr>
<tr>
<td>B15</td>
<td>Best Use of Illustration or Photography</td>
<td>Effective use of illustration or photography in a direct mail piece made for any Candidate Campaign.</td>
</tr>
<tr>
<td>B16</td>
<td>Best Use of Social Pressure</td>
<td>Effective use of social pressure in a direct mail piece made for any Candidate Campaign.</td>
</tr>
<tr>
<td>B17</td>
<td>Best Use of Slate Mail</td>
<td>Effective use of slate in a direct mail piece produced for any Candidate Campaign.</td>
</tr>
<tr>
<td>B18</td>
<td>GOTV</td>
<td>Direct mail piece made for any statewide/local GOTV Candidate Campaign.</td>
</tr>
<tr>
<td>B19</td>
<td>Independent Expenditure Campaign - Governor</td>
<td>Direct mail piece made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.</td>
</tr>
<tr>
<td>B20</td>
<td>Independent Expenditure Campaign - Down-Ballot Statewide</td>
<td>Direct mail piece made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.</td>
</tr>
<tr>
<td>B21</td>
<td>Independent Expenditure Campaign - Mayor</td>
<td>Direct mail piece made for an independent expenditure campaign for any Mayoral Candidate Campaign.</td>
</tr>
<tr>
<td>B22</td>
<td>Independent Expenditure Campaign - State Legislature</td>
<td>Direct mail piece made for an independent expenditure campaign for any state legislature Candidate Campaign.</td>
</tr>
<tr>
<td>B23</td>
<td>Independent Expenditure Campaign - Local/Municipal/Regional</td>
<td>Direct mail piece made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.</td>
</tr>
</tbody>
</table>
B24 Independent Expenditure Campaign - Special Election - U.S. Senate
Direct mail piece made for an independent expenditure campaign for any special election U.S. Senate Candidate Campaign.

B25 Independent Expenditure Campaign - Special Election - U.S. House of Representatives
Direct mail piece made for an independent expenditure campaign for any special election U.S. House of Representatives Candidate Campaign.

B26 Independent Expenditure Campaign - Special Election - State Legislature
Direct mail piece made for an independent expenditure campaign for any special election state legislature Candidate Campaign.

BALLOT INITIATIVE DIVISION

B27 For Statewide
Direct mail piece made for any statewide Ballot Initiative Campaign.

B28 For Local
Direct mail piece made for any local Ballot Initiative Campaign.

B29 GOTV
Direct mail piece made for any statewide/local GOTV Ballot Initiative Campaign (including early voting/absentee voting/vote-by-mail).

B30 Bilingual/Multilingual/Foreign Language
Direct mail piece made in a language other than English for any Ballot Initiative Campaign.

B31 Best Use of Negative or Contrast
Effective use of negative or contrast in a direct mail piece made for any Ballot Initiative Campaign.

B32 Best Use of Social Pressure
Effective use of social pressure in a direct mail piece made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

B33 For National
Direct mail piece made for any national Public Affairs/Issue Advocacy Campaign.

B34 For Statewide
Direct mail piece made for any statewide Public Affairs/Issue Advocacy Campaign.

B35 For Local
Direct mail piece made for any local Public Affairs/Issue Advocacy Campaign.
MISCELLANEOUS

B36 Best Use of Opposition Research
Effective use of opposition research for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

2018 TELEVISION CATEGORIES
CANDIDATE DIVISION

C01 For Governor
Television advertisement made for any Gubernatorial Candidate Campaign.

C02 For Down-Ballot Statewide
Television advertisement made for any down-ballot statewide Candidate Campaign.

C03 For Mayor
Television advertisement made for any Mayoral Candidate Campaign.

C04 For State Legislature
Television advertisement made for any state legislature Candidate Campaign.

C05 For Local/Municipal/Regional
Television advertisement made for any local, municipal, or regional Candidate Campaign - excluding Mayoral.

C06 For Special Election - U.S. Senate
Television advertisement made for any special election U.S. Senate Candidate Campaign.

C07 For Special Election - U.S. House of Representatives
Television advertisement made for any special election U.S. House of Representatives Candidate Campaign.

C08 For Special Election - State Legislature
Television advertisement made for any special election state legislature Candidate Campaign.

C09 For PAC/Super PAC
Television advertisement made for a PAC/Super PAC for any Candidate Campaign.

C10 Bilingual/Multilingual/Foreign Language
Television advertisement made in a language other than English for any Candidate Campaign.

C11 Best Use of Humor
Effective use of humor in a television advertisement made for any Candidate Campaign.

C12 Best Use of Negative or Contrast
Effective use of negative or contrast in a television advertisement made for any Candidate Campaign.
C13  **Best Use of Personality or Celebrity**
Effective use of a personality or celebrity in a television advertisement made for any Candidate Campaign.

C14  **Independent Expenditure Campaign - Governor**
Television advertisement made for an independent expenditure campaign for any Gubernatorial Candidate Campaign.

C15  **Independent Expenditure Campaign - Down-Ballot Statewide**
Television advertisement made for an independent expenditure campaign for any down-ballot statewide Candidate Campaign.

C16  **Independent Expenditure Campaign - Mayor**
Television advertisement made for an independent expenditure campaign for any Mayoral Candidate Campaign.

C17  **Independent Expenditure Campaign - State Legislature**
Television advertisement made for an independent expenditure campaign for any state legislature Candidate Campaign.

C18  **Independent Expenditure Campaign - Local/Municipal/Regional**
Television advertisement made for an independent expenditure campaign for any local/municipal/regional Candidate Campaign - excluding Mayoral.

C19  **Independent Expenditure Campaign - Special Election - U.S. Senate**
Television advertisement made for an independent expenditure campaign for any special election U.S. Senate Candidate Campaign.

C20  **Independent Expenditure Campaign - Special Election - U.S. House of Representatives**
Television advertisement made for an independent expenditure campaign for any special election U.S. House of Representatives Candidate Campaign.

C21  **Independent Expenditure Campaign - Special Election - State Legislature**
Television advertisement made for an independent expenditure campaign for any special election state legislature Candidate Campaign.

**BALLOT INITIATIVE DIVISION**

C22  **For Statewide**
Television advertisement made for any statewide Ballot Initiative Campaign.

C23  **For Local**
Television advertisement made for any local Ballot Initiative Campaign.

C24  **Bilingual/Multilingual/Foreign Language**
Television advertisement made in a language other than English for any Ballot Initiative Campaign.
PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

C25  For National
      Television advertisement made for any national Public Affairs/Issue Advocacy Campaign.

C26  For Statewide/Local
      Television advertisement made for any statewide or local Public Affairs/Issue Advocacy Campaign.

2018 DIGITAL/INTERNET CATEGORIES
CANDIDATE DIVISION

D01  Internet Advertising - Governor
      Online, social, or mobile advertisement made for any Gubernatorial Candidate Campaign.

D02  Internet Advertising - Down-Ballot Statewide
      Online, social, or mobile advertisement made for any down-ballot statewide Candidate Campaign.

D03  Internet Advertising - Mayor
      Online, social, or mobile advertisement made for any Mayoral Candidate Campaign.

D04  Internet Advertising - State Legislature
      Online, social, or mobile advertisement made for any state legislature Candidate Campaign.

D05  Internet Advertising - Local/Municipal/Regional
      Online, social, or mobile advertisement made for any local/municipal/regional Candidate Campaign - excluding Mayoral.

D06  Internet Advertising - Special Election - U.S. Senate
      Online, social, or mobile advertisement made for any special election U.S. Senate Candidate Campaign.

D07  Internet Advertising - Special Election - U.S. House of Representatives
      Online, social, or mobile advertisement made for any special election U.S. House of Representatives Candidate Campaign.

D08  Internet Advertising - Special Election - State Legislature
      Online, social, or mobile advertisement made for any special election state legislature Candidate Campaign.

D09  Internet Advertising - Best Use of Search Engine Marketing
      Effective use of search engine marketing in an online, social, or mobile advertisement made for any Candidate Campaign.

D10  Internet Advertising - Best Use of Targeting
      Effective use of targeting in an online, social, or mobile advertisement made for any Candidate Campaign.
<table>
<thead>
<tr>
<th></th>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D11</td>
<td>Internet Advertising - Best Use of Email Marketing for Digital Acquisition Campaign</td>
<td>Effective use of email marketing in an online, social media or mobile advertisement to acquire digital assets (emails, followers, likes) made for any Candidate Campaign.</td>
</tr>
<tr>
<td>D12</td>
<td>Website – Governor</td>
<td>Website made for any Gubernatorial Candidate Campaign.</td>
</tr>
<tr>
<td>D13</td>
<td>Website - Down-Ballot Statewide</td>
<td>Website made for any down-ballot statewide Candidate Campaign.</td>
</tr>
<tr>
<td>D14</td>
<td>Website - Mayor</td>
<td>Website made for any Mayoral Candidate Campaign.</td>
</tr>
<tr>
<td>D15</td>
<td>Website - State Legislature</td>
<td>Website made for any state legislature Candidate Campaign.</td>
</tr>
<tr>
<td>D16</td>
<td>Website - Local/Municipal/Regional</td>
<td>Website made for any state local/municipal/regional Candidate Campaign - excluding Mayoral.</td>
</tr>
<tr>
<td>D17</td>
<td>Website - Special Election - U.S. Senate</td>
<td>Website made for any special election U.S. Senate Candidate Campaign.</td>
</tr>
<tr>
<td>D18</td>
<td>Website - Special Election - U.S. House of Representatives</td>
<td>Website made for any special election U.S. House of Representatives Candidate Campaign.</td>
</tr>
<tr>
<td>D19</td>
<td>Website - Special Election - State Legislature</td>
<td>Website made for any special election state legislature Candidate Campaign.</td>
</tr>
<tr>
<td>D20</td>
<td>Bilingual/Multilingual/Foreign Language</td>
<td>Digital or internet piece in a language other than English made for any Candidate Campaign.</td>
</tr>
<tr>
<td>D21</td>
<td>Best Use of Twitter</td>
<td>Effective use of Twitter in any Candidate Campaign.</td>
</tr>
<tr>
<td>D22</td>
<td>Best Use of Facebook</td>
<td>Effective use of Facebook in any Candidate Campaign.</td>
</tr>
<tr>
<td>D23</td>
<td>Best Use of Snapchat</td>
<td>Effective use of Snapchat in any Candidate Campaign.</td>
</tr>
<tr>
<td>D24</td>
<td>Best Use of YouTube</td>
<td>Effective use of YouTube in any Candidate Campaign.</td>
</tr>
<tr>
<td>D25</td>
<td>Best Use of Google</td>
<td>Effective use of Google in any Candidate Campaign.</td>
</tr>
<tr>
<td>D26</td>
<td>Best Use of Video</td>
<td>Effective use of video in any Candidate Campaign.</td>
</tr>
</tbody>
</table>
D27  **Best Use of a Meme**
Effective use of a meme in any Candidate Campaign.

D28  **Best Use of a Mobile App**
Effective use of a mobile app in any Candidate Campaign.

D29  **Best Use of Email Marketing (Non-Fundraising)**
Effective use of email marketing (non-fundraising) in any Candidate Campaign.

D30  **Best Use of Humor**
Effective use of humor in a digital or internet piece made any Candidate Campaign.

D31  **Best Use of Negative or Contrast**
Effective use of negative or contrast in a digital or internet piece made for any Candidate Campaign.

D32  **Best Use of Internet Radio**
Effective use of internet radio, i.e. Pandora, for any Candidate Campaign.

D33  **Best Use of Social Media - Digital Acquisition Campaign**
Effective use of social media to acquire digital assets for any Candidate Campaign.

D34  **Web Video**
Web video made solely for the internet for any Candidate Campaign.

D35  **Independent Expenditure Campaign - Governor**
Digital or internet piece for an independent expenditure campaign made for any Gubernatorial Candidate Campaign.

D36  **Independent Expenditure Campaign - Down-Ballot Statewide**
Digital or internet piece for an independent expenditure campaign made for any down-ballot statewide Candidate Campaign.

D37  **Independent Expenditure Campaign - Mayor**
Digital or internet piece for an independent expenditure campaign made for Mayoral Candidate Campaign.

D38  **Independent Expenditure Campaign - State Legislature**
Digital or internet piece for an independent expenditure campaign made for state legislature Candidate Campaign.

D39  **Independent Expenditure Campaign - Local/Municipal/Regional**
Digital or internet piece for an independent expenditure campaign made for local/municipal/regional Candidate Campaign - excluding Mayoral.

D40  **Independent Expenditure Campaign - Special Election - U.S. Senate**
Digital or internet piece for an independent expenditure campaign made for any special election U.S. Senate Candidate Campaign.
D41  Independent Expenditure Campaign - Special Election - U.S. House of Representatives  
Digital or internet piece for an independent expenditure campaign made for any special election U.S. House of Representatives Candidate Campaign.

D42  Independent Expenditure Campaign - Special Election - State Legislature  
Digital or internet piece for an independent expenditure campaign made for any special election state legislature Candidate Campaign.

BALLOT INITIATIVE DIVISION
D43  Internet Advertising  
Online, social, or mobile advertisement made for any Ballot Initiative Campaign.

D44  Website  
Website made for any Ballot Initiative Campaign.

D45  Best Use of Email Marketing (Non-Fundraising)  
Effective use of email marketing (non-fundraising) in any Ballot Initiative Campaign.

D46  Best Use of Internet Radio  
Effective use of an internet radio, i.e. Pandora, in any Ballot Initiative Campaign.

D47  Best Use of Social Media  
Effective use of social media in any Ballot Initiative Campaign.

D48  Web Video  
Web video made solely for the internet for any Ballot Initiative Campaign.

PUBLIC AFFAIRS DIVISION
D49  Internet Advertising  
Online, social, or mobile advertisement made for any Public Affairs/Issue Advocacy Campaign.

D50  Website  
Website made for any Public Affairs/Issue Advocacy Campaign.

D51  Best Use of Email Marketing (Non-Fundraising)  
Effective use of email marketing (non-fundraising) in any Public Affairs/Issue Advocacy Campaign.

D52  Best Use of Internet Radio  
Effective use of an internet radio, i.e. Pandora, in any Public Affairs/Issue Advocacy Campaign.

D53  Best Use of Social Media  
Effective use of social media in any Public Affairs/Issue Advocacy Campaign.

D54  Web Video  
Web video made for any Public Affairs/Issue Advocacy Campaign.
2018 PHONES CATEGORIES

CANDIDATE DIVISION

E01 Automated Calls
Automated call made for any federal, state or local independent expenditure campaign or Candidate Campaign

E02 Live Calls
Live call made for any federal, state or local independent expenditure campaign or Candidate Campaign

E03 Telephone Town Hall Call/Forum Call
Telephone town hall/forum call made for any federal, state or local independent expenditure campaign or Candidate Campaign

BALLOT INITIATIVE DIVISION

E04 Live Calls
Live call made for any Ballot Initiative Campaign.

E05 Telephone Town Hall Call/Forum Call
Telephone town hall/forum call made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

E06 Patch-Through Program Autodial/Live
Autodial or live patch-through program made for any Public Affairs/Issue Advocacy Campaign.

E07 Telephone Town Hall Call/Forum Calls
Telephone town hall/forum call made for any Public Affairs/Issue Advocacy Campaign.

MISCELLANEOUS

E08 Best Use of Mobile Application
Effective use of a mobile application made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E09 Best Use of Mobile Technology
Effective use of mobile technology made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E10 Best Use of Social Science Research
Effective use of social science research in a phone call/mobile app made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

E11 Innovative Use of Automated SMS Technology
Innovative use of automated SMS technology in any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
2018 RADIO CATEGORIES
CANDIDATE DIVISION

F01  For Governor
Radio advertisement made for any Gubernatorial Candidate Campaign.

F02  For Down-Ballot Statewide
Radio advertisement made for any down-ballot statewide Candidate Campaign.

F03  For Mayor
Radio advertisement made for any mayoral Candidate Campaign.

F04  For State Legislature
Radio advertisement made for any state legislature Candidate Campaign.

F05  For Local/Municipal/Regional
Radio advertisement made for any local/municipal/regional Candidate Campaign - excluding Mayoral.

F06  For Special Election - U.S. Senate
Radio advertisement made for any special election U.S. Senate Candidate Campaign.

F07  For Special Election - U.S. House of Representatives
Radio advertisement made for any special election U.S. House of Representatives Candidate Campaign.

F08  For Special Election - State Legislature
Radio advertisement made for any special election state legislature Candidate Campaign.

F09  For PAC/Super PAC
Radio advertisement made for a PAC/Super PAC for any Candidate Campaign.

F10  Bilingual/Multilingual/Foreign Language
Radio advertisement made in a language other than English for any Candidate Campaign.

F11  Best Use of Humor
Effective use of humor in a radio advertisement made for any Candidate Campaign.

F12  Best Use of Negative or Contrast
Effective use of negative or contrast in a radio advertisement made for any Candidate Campaign.

F13  Independent Expenditure Campaign
Radio advertisement for an independent expenditure campaign made for any Candidate Campaign.
BALLOT INITIATIVE DIVISION

F14  Best Use of Radio
Effective use of a radio advertisement made for any Ballot Initiative Campaign.

PUBLIC AFFAIRS/ISSUE ADVOCACY DIVISION

F15  Best Use of Radio
Effective use of a radio advertisement made for any Public Affairs/Issue Advocacy Campaign.

2018 FUNDRAISING CATEGORIES

G01  Best Use of Direct Mail
Effective use of a direct mail piece for a house list or prospect list of contributors to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G02  Best Use of Email
Effective use of an email to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G03  Best Use of Social Media
Effective use of social media to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G04  Best Use of Website/Donation Page
Effective use of a website/donation page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G05  Best Use of a Landing Page for Digital Fundraising
Effective use of a landing page to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G06  Best Use of a Mobile App for Digital Fundraising
Effective use of a mobile app to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G07  Best Use of Phones
Effective use of a phone call to solicit donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign (including telephone town hall/forum calls).

G08  For PAC/Super PAC Fundraising
Fundraising piece for a house list or prospect list of contributors to solicit donations for a PAC/Super PAC for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

G09  For Use of Trade Association Fundraising
Fundraising piece for a house list or prospect list of contributors to solicit donations
made for any Trade Association Candidate Campaign, Ballot Initiative Campaign, or Public Affairs Campaign.

G10  **Fundraising Gift With Donation**  
Fundraising gift(s) to solicit or recognize donations for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

G11  **Fundraising Event**  
Fundraising event for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 NEWSPAPER CATEGORIES**

H01  **Full Page**  
Newspaper advertisements, printed run of press, on a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H02  **Less Than Full Page**  
Newspaper advertisements, printed run of press, on less than a full page for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

H03  **Insert**  
Advertisements distributed with a newspaper, such as a free-standing insert, for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 COLLATERAL CATEGORIES**

I01  **Billboard**  
Billboard made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I02  **Door Hanger**  
Door hanger made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I03  **Logo**  
Logo made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I04  **Mass Transit/Bus Sign**  
Mass transit or bus sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I05  **Most Original/Innovative Collateral Material**  
Creative or innovative collateral material (any medium) made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
I06  **Non-Mail Brochure**  
Handout brochure made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

I07  **Yard/Outdoor Sign**  
Yard or other outdoor sign made for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

### 2018 FIELD CATEGORIES

**J01 Paid Field Program**  
Paid field program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J02 Field Program - Congressional or Statewide**  
Field program for any congressional or statewide Candidate Campaign.

**J03 Field Program - Local/Municipal/Regional**  
Field program for any local/municipal/regional Candidate Campaign.

**J04 Field Program - Special Election**  
Field program for any special election Candidate Campaign.

**J05 Field Program - Ballot Initiative**  
Field program for any Ballot Initiative Campaign.

**J06 GOTV - Congressional or Statewide**  
GOTV for any congressional or statewide Candidate Campaign.

**J07 GOTV - Local/Municipal/Regional**  
GOTV for any local/municipal/regional Candidate Campaign.

**J08 GOTV - Special Election**  
GOTV for any special election Candidate Campaign.

**J09 GOTV - Ballot Initiative**  
GOTV for any Ballot Initiative Campaign.

**J10 Ballot Access - Petition Collection**  
Petition collection for ballot access for any Ballot Initiative Campaign.

**J11 Grassroots Program - Public Affairs/Issue Advocacy**  
Grassroots program for any Public Affairs/Issue Advocacy Campaign.

**J12 Absentee/Early Voting Program**  
Absentee/Early Voting program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**J13 Voter Registration Program**  
Voter registration program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.
J14  **Voter ID Program**
Voter ID program for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J15  **Walk/Handout Piece**
Walk/Handout piece for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

J16  **Best Use of Analytics**
Best use of analytics for any Candidate Campaign, Ballot Initiative Campaign, or Public Affairs/Issue Advocacy Campaign.

**2018 STUDENT CATEGORIES**

K01  **Best Campaign Plan**
Campaign plan made by a student in a degree program.