



Heroines of Washington

Nomination Criteria, Suggested Tips and FAQ's

At the March of Dimes we define a heroine as a women who approaches giving back to the community and her profession with the same level of commitment and dedication. Do you know a woman who works in the DC Metro Area that meets this criteria? If so, nominate her to become a "Heroine of Washington" and be honored at the 22nd Annual Heroines of Washington Gala, presented by ASRC Federal. This award specifically recognizes women that go above and beyond, outside of their job responsibilities, to make our communities stronger. At the gala, the March of Dimes will honor all finalists and announce the seven award recipients.

Nominations Criteria & Process

Women must exemplify superb volunteer service beyond their employment requirements. Nominees are awarded in the following industry categories:

- Healthcare: Physicians, Hospital Administrators, Nurses, Medical office employees, Health Insurance, etc.
- Real Estate: Residential, Commercial, Construction, Design/Build, Architecture, etc.
- Professional Services: Accounting, Communications, Legal, Finance, Banking, Consulting, Marketing, Public Relations, Radio, Transportation, Associations, etc.
- Public Sector: Current employees working in the Public Sector (Educators, Government employees, Teachers, Military, etc.), veterans, and government contractors.
- Technology: Information Technology, STEM, Software Engineering, Computer Science, etc.

Key Dates:

April 1, 2021 – Nominations open

July 23, 2021 – Nominations close

August 2021 - Finalists will be selected by the Selections Committee comprised of Former Heroines based on the information provided in their Nomination Form.

September 2021 - Filmed Interviews of Finalists Conducted. Heroines of Washington winners are selected by the Selections Committee based on the filmed interview and from the nomination form.

November 16, 2021 - Heroines of Washington Gala Presentation Night (Award Recipients will be announced)

Benefits to being recognized as a Finalist:

We realize that many women may not be comfortable with being recognized for their volunteer work at this scale. However, we feel it's important for these stories to be told, not only to recognize the organizations the individual supports, but also to encourage the next generation of female leaders.

- Exposure to female leaders of many different industries who have invested their personal time and resources into the community. This includes networking at several exclusive pre-event receptions and the VIP reception at the event. Ongoing engagement opportunities are provided for honorees to stay engaged with former Heroines.
- Press, social media and media alerts announcing the finalists will put a spotlight on the organization(s) that they support and provide added exposure that they would not otherwise receive. In addition, this award puts a spotlight on the company that the finalist works for as a supportive entity in the finalists' volunteer efforts. And finally a spotlight on the finalist for the incredible work they have done with the organizations that she supports.

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Tips when completing a Nomination:

- Nomination forms should be comprehensive of all recent volunteer work. It is encouraged that you either conduct an interview with your nominee when completing a nomination or suggest that the nominee complete their own nomination.
- It is recommended that all nominees are informed of their nomination and have the opportunity to review their nomination form prior to submitting to the March of Dimes in order to insure the information is accurate and includes specific details about the impacts made on the organizations that the nominee supports.
- The initial review of all nominations will be blind and thus, the Selections Committee will not know the name of the individuals or the companies they work for. Please keep this in mind when completing a nomination.
- All nominees must reside in Maryland, Washington, D.C., or Virginia.
- Nominees must demonstrate achievement in spreading the mission and enhancing the success of the volunteer organizations with which she is involved.
- Nominations should be based on the woman's personal commitment to community service, not on volunteer work they participate in solely as a part of their job responsibilities or for their own professional development.
- If selected as a finalist, nominee MUST be available for the filmed interview (two available dates in late September). Video will be presented at the event.
- All finalists must be available to attend the Awards Gala on Thursday, November 10, 2022.
- Nominees must be amenable to press coverage and other marketing efforts.
- Heroines will be selected based upon their leadership, impact, innovation and inspiration with the organizations in which she is involved by a committee comprised of former Heroines.

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Frequently Asked Questions:

1. What industries are included in Heroines of Washington? Nominees are placed into the following industry categories (this is based on their professional work): Healthcare, Professional Services, Public Sector, Real Estate and Technology.
2. What are the eight *award* categories? There are 5 industry award categories: Healthcare, Professional Services, Public Sector, Real Estate and Technology, and 3 additional award categories – Lifetime Achievement, Rising, and Corporate. You must submit the nomination in the industry the nominee works for. The Selections Committee will determine if she should be considered for the Lifetime, Rising and Corporate Category.
3. What types of jobs would fit under the Professional Services Category? Professional Services can include Accounting, Communications, Legal, Finance, Banking, Consulting, Marketing, Public Relations, Radio, Transportation, Retail, Associations, etc.
4. I'd like to nominate someone that lives in Baltimore, does she qualify for this award? Yes. Nominees must be located in Maryland, Washington, D.C. and Virginia.
5. How do you qualify for the Corporate Award Category? The Corporate Award recognizes a female CEO, President, or business owner who has personally been involved in volunteer work in the community and/or has led her company and employees to support a cause.
6. Who chooses the award recipients? The Selections Committee is comprised of 8-12 former Heroine Award recipients.
7. When will the eight award recipients be announced? At the Heroines of Washington Gala on November 10, 2022.
8. How do you define the Rising Category? This award is presented to a woman in any of the five industry categories who is under the age of 35. You may nominate someone for this category in addition to their industry category.
9. How do you define the Public Sector Category? This award is presented to a woman who works for the state, local or federal government, or a government contractor. This award also includes members of the armed forces and veterans.
10. Does being a finalist include a financial commitment? Finalists are only responsible for purchasing their ticket to the gala.
11. When will the nominee be notified if she is a finalist? Finalists will be contacted in early September.

Please direct any additional questions to Bevan Bello, bbello@marchofdimes.org, 412-576-6562