

## DEADLINE

What is the deadline for the prize?

The deadline for Round 1 of the application is 5PM Pacific time on Friday, July 1.

The deadline for Round 2, which will open to the 50 semifinalists, is 5PM Pacific time on Wednesday, August 31.

## ELIGIBILITY

What are the eligibility requirements for the prize?

The only requirement is the organization must be an IRS-certified 501(c)(3). A copy of the 501(c)(3) determination letter is required along with the application.

We operate as a nonprofit under an umbrella organization, but do not have our own 501(c)(3) status. Are we still eligible for the prize?

Yes, on the application list the parent organization as the applicant organization and list your operation as the specific program.

## CONTENT

What if our organization is small and only has one or a few program(s)?

You can submit an application for a specific program or for the entire organization—whichever you think makes the strongest case.

How will our annual budget and/or organization size affect our chances?

Your size and budget have no effect on your eligibility or chance to win the award. We've had large organizations win and small organizations win. We ask organizational overview questions in our application solely to gain a better understanding of the general attributes of the applicant pool.

How do I upload an electronic signature?

No upload is required. Simply type the name of the executive director, president or CEO.

## PROCESS

What are the selection criteria?

The Drucker Prize is granted to the organization that best demonstrates Drucker's definition of innovation: "change that creates a new dimension of performance." In addition, the judges look for highly effective programs that have made a demonstrable difference in the lives of the people they serve. And, finally, the judges will take into account how much promise they think an organization shows to further leverage the discipline of innovation based on what has been learned from the Drucker Prize platform.

How does the "learning platform" work?

Those trying for The Drucker Prize will be presented with an opportunity to learn some of Peter Drucker's core principles on innovation as soon they begin the application process. The second round will be open to 50 semifinalists. Leaders of these organizations will then have the opportunity—online and at their own pace—to

dive into specially designed mini-courses covering additional key aspects of innovation and nonprofit performance. As they soak in this material—delivered by some of today’s top management thinkers—they will be directed to answer a set of final questions that explore not only how well their organizations already engage in some of these practices, but what’s a new thing that they’ve just learned, and how they intend to apply this new knowledge going forward. In September, we will make available all of our learning resources (short video lectures, readings and other carefully curated content) to all of our applicants, and to the entire sector.

Who judges the award?

The judges for the first rounds of the process are graduate students and Drucker Institute staff. The final judges are respected and accomplished executives from the public, private and nonprofit sectors. Past judges have included C. William Pollard, chairman emeritus of ServiceMaster; Kathy Waller, chief financial officer of Coca-Cola; Sally Osberg, president of the Skoll Foundation; Pete Buttigieg, the mayor South Bend, Ind.; and Mario Morino, chairman of the Morino Institute and co-founder of Venture Philanthropy Partners.

When is the winner notified?

The 50 semifinalists will be notified on July 25. The 10 finalists will be announced on Sept. 12. And the winner will be announced on our website on Sept. 30. The winning organization will receive direct communication from the Drucker Institute prior to the public announcement.

When is the prize money dispersed?

The winning organization will receive a check for \$100,000 before the end of the calendar year.

Are there any restrictions on the use of the prize money?

Nope.

## FOCUS

Why innovation?

Although we contemplated framing The Drucker Prize so that it would recognize a nonprofit for general excellence, we decided to stay with the focus that our program had during its first 24 years as the Peter F. Drucker Award for Nonprofit Innovation.

Two things motivated us. First, even as we gave the program a major overhaul, we wanted to stay true to Peter Drucker’s original vision. Second, it is a theme that will allow us to examine an array of critical subjects.

To be a truly effective innovator, after all, an organization must have a deep understanding of whom it serves and why; communicate effectively; and have the right kind of leadership. The focus of innovation “is not knowledge but performance,” Drucker noted. Innovation is vital, of course, “to making the future,” he added. “But its first application is as a strategy for making today fully effective.”

## HISTORY

Can I see a list of past award winners?

Information on past winners is available on our website.

How many applications do you receive?

We receive 600 to 800 applications each year.

#### KEY DATES

April 25, 2016: Round 1 application goes “live”

July 1: Deadline for Round 1 applications

July 25: 50 semifinalists notified; Round 2 courses and application go “live”

August 31: Deadline for Round 2 applications

September 12: 10 finalists announced; learning resources released to the sector

September 30: Drucker Prize winner, as picked by final judges, announced

October 8: Celebration of Drucker Prize winner

#### CONTACT

If I have additional questions, whom should I contact?

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