



Greater
Good
Awards

DIGIDAY

GLOSSY

ModernRetail

worklife

Entry Kit 2024

Greater Good Awards

The **Greater Good Awards**, presented by Digiday, Glossy, Modern Retail and WorkLife, will showcase the work being done around social causes, its impact and ultimately those working toward the greater good.



2024

Deadlines & Entry Fees

EARLY DEADLINE	May 10, 2024	\$399 per entry
REGULAR DEADLINE	June 28, 2024	\$549 per entry
LAST CHANCE DEADLINE	August 9, 2024	\$599 per entry

Press Freedom | NEW

Awarding a company focused on supporting free and independent journalism, both domestically and internationally.

Veterans Support | NEW

Awarding a company dedicated to supporting veterans through means such as healthcare, employment assistance, mental health and more.

Wellness | NEW

Awarding a company focused on promoting wellness, encompassing physical, mental, emotional and social well-being.

Animal Welfare

Awarding a company that supports animals and wildlife in need.

Anti-Violence

Awarding a company that focuses on keeping individuals and communities safe.

Better Future

Awarding a company focused on safeguarding the long-term future by funding areas such as technology, science, security and/or environment.



Disability

Awarding a company focused on providing the disabled community with the resources they need.

Education

Awarding a company that supports learning inside and/or outside of the classroom.

Emergency Aid

Awarding a company that provides relief and resources to communities affected by hardship and/or tragedy.

Employment

Awarding a company that offers employment opportunities and resources to support individuals in securing employment.

Environment

Awarding a company that supports, protects, and/or preserves our environment.

Gender Equality

Awarding a company that encourages and fights for equal rights for all genders.

Housing

Awarding a company focused on addressing housing inequalities by providing improvement and/or development to community housing, shelters and security.

LGBTQ+

Awarding a company fighting against discrimination based on sexual orientation or gender identity.

Local Community Betterment

Awarding a company that gives back to the community by advocating for change in social, economic, environmental and cultural policies/practices.

Mental Health

Awarding a company that promotes the importance of emotional and psychological wellbeing.

Public Health

Awarding a company that promotes research, awareness and fundraising that contributes to the prevention and treatment of disease and illness.

Racial Equality

Awarding a company that has helped combat systemic discrimination based on race.



Social Justice

Awarding a company that addresses the present social inequalities and promotes equal rights, opportunity and treatment.

Sustainability

Awarding a company that is delivering the most sustainable, green solutions.

World Hunger

Awarding a company focused on providing people with access to food.

Youth

Awarding a company that advances the safety, health and well-being of youth.

ENTRY TIPS



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

SUBMISSION QUESTIONS

How do I start my submission?

[Submit here](#). You will be brought to the Greater Good Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Case studies must be relevant to May 2023 to August 2024.

How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

Where do I sign up for deadline reminders?

[Sign up here](#) and we'll keep you informed on all things Greater Good Awards.

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at awards@digiday.com.



Greater
Good
Awards

DIGIDAY

GLOSSY

ModernRetail

worklife

Contact awards@digiday.com
