

**GREATER
GOOD
AWARDS**

DIGIDAY

G L O S S Y

ModernRetail

Entry Kit 2026

Greater Good Awards

Organizations today are expected to create impact beyond business results. The **Greater Good Awards**, presented by Digiday, Glossy and Modern Retail, recognize the teams and leaders driving meaningful change through corporate social responsibility, community investment and purpose-driven initiatives. Over the years, we've honored industry-leading work from Harry's, NBCUniversal, Mastercard and Audible.

Deadlines & Entry Fees

EARLY DEADLINE	September 18, 2026	\$499 per entry
REGULAR DEADLINE	October 30, 2026	\$599 per entry
LAST CHANCE DEADLINE	December 18, 2026	\$729 per entry



Best Brand Collaboration | NEW

Awarding the partnership between two brands or products that successfully aligned around a shared purpose, creating measurable impact for a cause or community.

Best Cause Marketing Campaign | NEW

Awarding the work that most effectively leveraged marketing to advance a cause, raise awareness, inspire action and deliver measurable impact.

Best Corporate Responsibility Leader | NEW

Awarding an executive or leader who is driving meaningful impact through their company's purpose-driven initiatives.

Best Event to Support a Cause | NEW

Awarding the event or activation that has successfully engaged audiences, raised awareness or generated meaningful support for a cause.

Best Use of Technology For Good | NEW

Awarding the initiative that has leveraged technology to create meaningful impact.

Best Video to Promote a Cause | NEW

Awarding the video that has most effectively used storytelling to raise awareness, inspire action and drive impact for a cause.



Best Animal Welfare Initiative

Awarding the initiative that has improved the well-being, protection and conservation of animals through meaningful action and measurable impact.

Best Disability Initiative

Awarding the initiative that has made a meaningful impact by advancing accessibility, inclusion and opportunities for people with disabilities.

Best Education Initiative

Awarding the initiative that has improved access to learning opportunities and resources that support personal, academic and professional growth.

Best Emergency Aid/ Response Initiative

Awarding the initiative that has delivered timely relief, recovery support or critical resources to communities affected by emergencies or disasters.

Best Employment Access Initiative

Awarding the initiative that has most effectively expanded access to employment opportunities through workforce development, career readiness and skills training.

Best Equity and Inclusion Initiative

Awarding the initiative that has fostered greater equity, inclusion and opportunity for underserved or underrepresented communities, including across gender, race, ethnicity, disability and other identities.



Best Future Impact Initiative

Awarding the initiative that is driving long-term positive change through breakthrough innovation, scientific advancement, technology, security or environmental progress.

Best Housing and Food Security Initiative

Awarding the initiative that has most effectively expanded access to safe housing, nutritious food and other essential resources that strengthen community well-being.

Best Local Impact Initiative

Awarding the initiative that has created measurable, positive change in local communities through meaningful engagement, investment and action.

Best Physical or Mental Wellness Initiative

Awarding the initiative that has advanced physical, mental or emotional well-being through meaningful programs, resources or support.

Best Sustainability/ Conservation Initiative

Awarding the initiative that has demonstrated measurable progress in protecting ecosystems, conserving natural resources and advancing environmental solutions.

Best Veterans Support Initiative

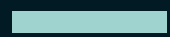
Awarding the initiative that has meaningfully supported veterans through services such as healthcare, employment, housing or mental health resources.



Best Youth Development Initiative

Awarding the initiative that has empowered young people through education, health, safety or personal development programs that create lasting impact.

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.

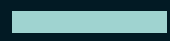
Paint a complete picture.

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 September 2025 to December 2026.

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.)

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?

In the spirit of contributing to the greater good, 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.

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