



**IOWA WOMEN'S**  
FOUNDATION

## **Ovation: A Tribute to Iowa Women and Girls**

*Frequently Asked Questions about Ovation*

### **What is Ovation?**

Ovation is the Iowa Women's Foundation's signature publication. It is a fundraiser used to honor and pay tribute to Iowa's women and girls.

### **Why Ovation?**

The first edition of Ovation was launched in 2014. It was created as a way to honor women and girls across Iowa who have had an impact on their families, friends, colleagues and communities, and at the same time, provide opportunities for women and girls in Iowa to reach their own goals and follow in these remarkable women's footsteps. Since the first edition, more than 700 women and girls have been honored.

### **Who can be honored?**

All women and girls in Iowa are eligible to be honored, and those that have had a direct impact in Iowa. There is not a nomination or selection process.

### **How are the women and girls selected for the book?**

Anyone that would like to honor a woman or girl for the impact they have made on their family, friends, colleagues or communities may be included in the book. By completing the Commitment Form, securing the financing and submitting the text and photo, the honoree is included in the book.

### **Is the tribute a surprise?**

Yes, the tribute is a surprise! We keep our honorees names under-wrap until the Unveiling ceremony. If you feel your honoree would be uncomfortable with this surprise, you may certainly share this with her before the unveiling. Internally, we will keep all names under wrap until the book has been released.

### **What is a Tribute Coordinator?**

Individuals honoring someone are called Tribute Coordinators. They are the main point of contact for IWF. They are responsible for obtaining a photo, submitting the text and securing the financing for the tribute. They may coordinate this themselves, or ask others to assist. They make sure the honoree attends the Unveiling reception, and invites family and friends, and those that have contributed financially to the tribute, to the Unveiling reception.

### **How do I reserve a space for my honoree?**

To reserve a space in Ovation, please return the Commitment Form with the down payment as soon as possible. The text and photo may follow by the designated deadline.

### **What are the different levels of Tributes?**

There are three levels of Tributes, each with different financial levels, word counts and photos:

½ page - \$550, 125 words max, and one photo

Full page - \$1,000, 250 words max, and one photo

2-page spread - \$2,500, 500 words max and multiple photos

\*Commitments made and paid for in full by January 29, 2021, may take advantage of a 10% allowance.

**What kind of photo can you use?**

Photos can be black and white, or color but all photos are printed in black and white in the book. They may be digital photographs or hard copy prints. If hard copy prints are submitted we are happy to return them to you. See specifics about digital photos, and note that images pulled from social media are not a quality resolution for printing purposes.

**Preferred formats for Digital Photographs?**

Digital photographs must be a minimum quality of 300 ppi at a 5" X 7" size. The preferred format is a jpg, however we can sometimes use tifs, eps, psd file formats. Word files (.doc) or photos from social media are not acceptable. They may look ok on screen, but the resolution is too low to create a quality print.

**How do I submit a photo?**

Photos may be emailed to IWF, or hard copies may be submitted and will be returned as requested. Digital photos must be a minimum quality of 300 ppi at a 5" X 7" size. If you are using an iphone, send the image at 'actual size'. IWF will confirm that your photo is usable in the format submitted. Please note: photos pulled from social media are not acceptable.

**How many words are allowed for each tribute?**

½ page tribute – 125 words

Full page tribute – 250 words

2-page spread – 500 words

Please note that all words including 'a', 'the', 'and' are counted with the exception of the signature line – ie: from your friends and family ...

Our book editor will review for grammar and spelling. Please submit the final draft as you would like it published. We cannot make changes once the tribute pages are laid out.

**How do I submit the text?**

Emailing the text in a word document is best. If that is not an option, we can work with typed or handwritten copy. Please make sure handwritten copies are legible. If you would like some editorial assistance, we can also help you find the right words.

**Can I include my organization logo?**

Yes. If you are honoring one of your employees or colleagues, or an individual on behalf of a particular organization we will include your logo. Please provide a vector file formatted logo. These are files ending in 'ai'. You may not be able to open this type of file without special software. Vector files provide the best quality for reproduction. All logos will be printed in black and white, or grayscale.

**Do I have to write the text?**

You do not have to write the text, however, as a Tribute Coordinator, you are responsible for having someone write the text and submitting it for publication by the deadline date. Please edit the text as once submitted we cannot make any changes. If you need assistance in writing the text, please let us know.

**Will I get to see a page proof of my tribute before it is printed?**

Yes. All Tribute Coordinators will receive an electronic proof and will need to respond ASAP with approval to proceed. The page proofs serve to make sure the honoree's name is spelled correctly and the text and photo are correct. This is not a time to make edits in the copy

**How do I secure the financing?**

Financing is secured in a number of different ways. Some individuals or businesses will write one check to cover the entire cost of the tribute. Others will ask family and friends or a professional or volunteer group to contribute. Contributions can be divided evenly amongst a group or they can be asked to contribute an amount they are comfortable with. There is no one way to secure the financing. You may also have access to a company matching program. Ask your employer if this is available for you.

**What if I collect more than the amount for a half page, but want to do a full page?**

Financial contributions must equal at least the minimum for the level of tribute you would like to use. Many tributes go beyond the listed cost for their tribute.

**Are contributions tax deductible?**

Yes. Contributions are tax deductible as allowed by law. IWF will send a letter with tax information for your records.

**Payment Options?**

Payment may be made in cash, check or credit card. IWF accepts Mastercard, Visa and Discover. Please make sure you include the name of the honoree that you are contributing towards so we make sure the right tribute is credited.

**Is there a deadline for submitting a tribute?**

Yes. In order to design and print the books for the Unveiling, the deadline must be met. Please see the Commitment Form for the specific date.

**What is the Unveiling?**

IWF hosts an Unveiling Reception for all honorees, their tribute coordinators, tribute supporters, family and friends. At a designated time during the reception Tribute Coordinators will present a gift wrapped book and a yellow rose to their honoree. Please make sure your honoree is able to attend.

**Can anyone attend the Unveilings?**

Anyone may attend the unveilings. The Tribute Coordinator is responsible for sharing an invitation provided by IWF. RSVP's are required for planning purposes.

**Am I limited to the number of attendees to invite to the Unveiling?**

Please keep numbers reasonable. Some honorees may have a small handful and others may have a full table of ten plus.

**Is there a cost to attend the Unveilings?**

There is no cost to attend the Unveilings. You do not have to buy a ticket or purchase a table to attend. All we ask is that you RSVP so we know who to expect.

**Are there reserved seats at the Unveiling?**

Event sponsors will have a table of 10 reserved for them. All additional guests may find tables available throughout the room. Doors at the Unveiling will open at 5:00 p.m.

**What should I expect at an Unveiling?**

Doors open at 5:00 p.m. for Unveilings. There will be heavy appetizers and a cash bar for all attendees. Come, mingle and greet friends. The program will begin at 5:45 p.m. with the official Unveiling

immediately following. Tribute Coordinators will present a gift wrapped book to their honoree. During the Des Moines and Cedar Valley Unveilings, the Tribute Coordinator will come to the podium to say a few words about their honoree and introduce them to the group while presenting their book and rose. The Iowa City-Cedar Rapids honorees will be honored at their individual tables throughout the room.

**How do I get my honoree to the Unveiling without telling her it's for her?**

As a supporter of IWF, invite your honoree to attend with you as your guest to learn more about IWF. She may also think that she is attending on behalf of another honoree. This may also be an annual event for her already, but it is up to you to make sure she is in attendance.

**Individual Unveilings**

Due to social distancing, 2020 Unveilings were held individually with the tribute coordinator, friends and the honoree being surprised with the presentation of their copy of the book. Tribute Coordinators planned different types of gatherings – lunches, cocktail parties, community drive-by's, picnics, special "business" meetings, zoom meetings, and fun videos. Each were able to add a personal touch and make the presentations extra special for their honoree.

**2021 Unveilings**

At this time, we don't know what 2021 will look like. We are hopeful that all of our honorees may be able to gather together to celebrate as one. The current plan is to be able to celebrate and present to all of our honorees the week of June 14, 2021. This may be done in a large group setting, or individually as was done in 2020.

**Do we have to purchase a book?**

No. Books are available through the generosity of our Ovation sponsors. All attendees and honorees may have books to keep and share.

**To view a digital flip book of the 7<sup>th</sup> Edition – Ovation 2020, a copy is available on the IWF website:**

<https://iawf.org/whats-happening/events/ovation/>