

SMOKEY BEAR AWARDS

HOW TO CRAFT A WINNING NOMINATION



To be eligible for a Smokey Bear Award—Gold, Silver, or Bronze—a nominee must have made (1) outstanding contributions toward reducing human-caused wildfires (2) over the course of at least two years. The difference among the three award levels is scope: Gold Smokey Bear Awards honor national-level wildfire prevention work; Silver, multi-state; and Bronze, statewide.

To be considered for a Smokey Bear Award, nomination packages must include a (1) completed nomination form that describes the outstanding wildfire prevention service/project(s) in detail and (2) all necessary supporting documentation.



In the nomination form, clearly articulate...

- The nominee's prevention service/project(s) **objectives, methods, and long-term outcomes**, including the number of human-caused wildfires prevented.
- If wildfire prevention is a part of the nominee's job description, how the nominee went **above and beyond normal job responsibilities**.
- Whether the nominated service/project(s) has received **local, regional, or national media coverage and/or award(s)** or garnered **external support** (funding, volunteer, etc.).



Upload supporting documentation...

All nominations should provide as many photos, articles, samples, and support letters as possible (up to 10 pages in total) to illustrate the nominated work's effect on reducing human-caused wildfire starts. Additionally:

- **All Gold and Silver nominations** must have at least one letter of support from each state and/or region the nominee's service/project(s) affected.
- **All nominations of federal or state agency employees** should show endorsement by their agency fire prevention coordinator or state forester.



Double check your nomination package...

Nomination packages are most often disqualified because:

- The focus of the nominee's work is wildfire mitigation, **not wildfire prevention**.
- The nominee's service/project(s) were conducted for any time period **less than two years**.
- The nomination is **intended to recognize the nominee's retirement or departure**.
- The nominee's job is to conduct wildfire prevention work and the service described in the nomination **does not qualify as above-and-beyond the nominee's normal duties**.
- The nomination package is **missing supporting documentation and/or details** necessary to understanding the scope and scale of the nominee's contributions.