Estela and Raúl Mora Award Application Guidelines

1. While broad community partnerships are essential, and contribute to award-winning applications, the applicant and host of the April Día program must be a US school, organization or program registered with First Book. The celebration may include a variety of partners, for example, local library, an institution of higher education, a youth-serving or other community-based organization and corporate partners, including local media. Former award winners are not eligible to apply for the Mora Award; honor awardees may apply again but are <u>not</u> eligible to receive another honor award.

2. **Día programming must have taken place during April of 2019.**

3. The event must be literacy-focused with an emphasis on multicultural books and related activities.

4. Applications will **also** be judged by the following:
    a) Literacy focus and creativity of programming
    b) Level of involvement of partnering organizations and families
    c) Extent of publicity campaign
    d) Impact of programming and award on the opportunity to support family literacy throughout the year
    e) Demonstrated commitment to Día's goal of connecting all children to bookjoy and promoting literacy all year round, and continued support for future culminating April Día celebrations.

Submissions

Submissions will open from May 1, 2019 and will be accepted through June 30, 2019. The winner will be announced in September 2019.

As an applicant, you will be asked to submit:
1. A description of your Día celebration
2. Date and geographic location of Día celebration
3. Activities presented
4. Estimated total attendance
5. Goals for the celebration and how they were met
6. How is Día being celebrated all year-round
7. Organizations you partnered with
8. Promotional strategy for engaging families
9. Photos and/or video of the celebration

The following are not eligible to apply for the award: former Mora Award winners and First Book employees involved in Mora Award selection committee.