

THE COMMUNICATIONS
NETWORK



CLARENCE B. JONES IMPACT AWARD

FROM THE COMMUNICATIONS NETWORK





WHAT IS THE CLARENCE B. JONES IMPACT AWARD?

The Clarence B. Jones Impact Award honors a social sector leader, team, or organization whose work best represents the extraordinary impact of smart, strategic communications so that others working in #Comms4Good may learn from, invest in it, and recreate it.

By uplifting and showcasing the best of social sector communications, we hope to offer models that others working in our field can use to create their own winning strategies, and prove that you can measure impact.

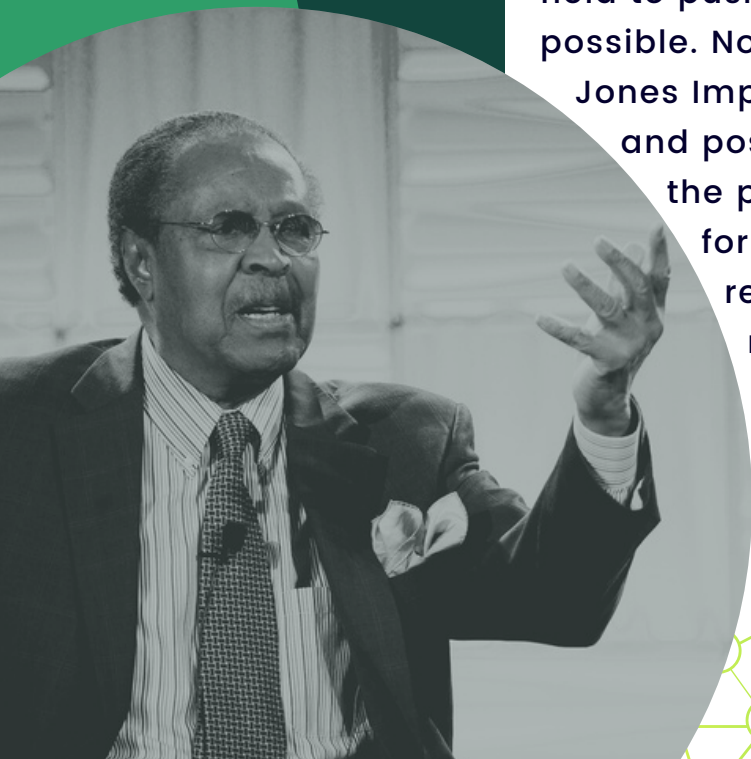
Jones Award recipients:

- Elevate and advance issues
- Influence attitudes and beliefs
- Inspire action in pursuit of social change

DEMONSTRATE YOUR SUPPORT: SPONSOR THE JONES AWARD

We need more innovators, advocates, and leaders in our field to push boundaries and demonstrate what is possible. Now more than ever. Sponsors of the Clarence B.

Jones Impact Award pledge \$50,000-\$75,000 annually and position themselves as committed advocates for the power of communications to change our world for the better. Supporters also make possible the recognition and advancement of creativity, rigor, and achievement in social sector communications.





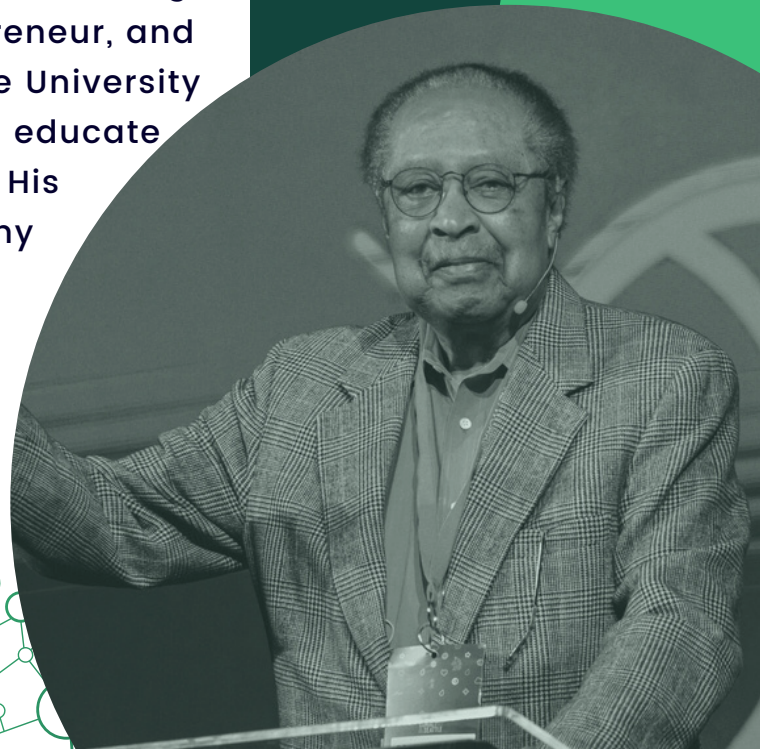
Jones Award sponsors receive prominent visibility and recognition of their support at ComNet and through all Jones Impact Award communications and materials

Your sponsorship makes it possible for:

- Foundation and nonprofit #Comms4Good professionals to learn from and recreate the transformational work of Jones Award winners
- Jones Award winners to attend and contribute to our ComNet annual gathering, including travel, tickets, and accommodations

DR. CLARENCE B. JONES IS A...

communications hero and self-described “old lion” of the Civil Rights Movement. He served as political advisor, counsel, and draft speechwriter for Dr. Martin Luther King, Jr. and was also a successful attorney, entrepreneur, and investment banker. Currently affiliated with the University of San Francisco and Stanford, he continues to educate and inspire, as well as write and speak widely. His entire career has been about impact. That’s why we named this award in his honor – to inspire and support game-changers of today and the future.



JONES IMPACT AWARD WINNERS

INNOCENCE PROJECT



United We Dream®

ComNet22

Innocence Project
Alicia Cepeda Maule and Rolanda Holman

[Innocence Project](#) for leading a powerful digital campaign to mobilize supporters to pressure a Tennessee judge to vacate Pervis Payne from Death Row, who was wrongly-convicted.

ComNetV21

United We Dream
Bruna Sollod and José Muñoz

[United We Dream](#) for their "Home Is Here" campaign that targeted a specific U.S. Supreme Court Justice using a first-of-its-kind video amicus brief and values-driven messaging to protect the rights of DACA recipients.

ComNetV20



A STEP AHEAD
CHATTANOOGA

A Step Ahead Chattanooga
Susan Vandergriff

[A Step Ahead Chattanooga](#) for using communications to dismantle stigmas and cross ideological divides to help women in Appalachia determine their own reproductive health.

ComNet19 Austin



Florida Rights Restoration Coalition
Desmond Meade

[Florida Rights Restoration Coalition](#) for using aspirational and values-driven communications to create productive conversations and build a diverse group of supporters to help formerly incarcerated citizens regain the right to vote.

ComNet18 San Francisco



truth initiative
Eric Asche

[Truth Initiative](#) for their data-driven, iterative, and agile communications work to curb teen smoking and vaping in the United States.

HOW HAS THIS AWARD IMPACTED THE AWARDEES?

The Jones Award helps shine a light on transformative communications work so that everyone in our field can learn from it and recreate it. Awardees earn an audience with our network of senior communications practitioners from some of the most influential and consequential organizations across the globe. Our community learns from awardees, and awardees in turn strengthen their professional networks. The Jones Award program benefits everyone working in communications for good.



WHO WE ARE

The Communications Network is a vibrant, diverse, and dedicated community of over 3,000 foundation and nonprofit leaders, communicators, storytellers, strategists, designers, researchers, producers, and community builders.

WE BELIEVE IN THE POWER OF COMMS FOR GOOD

Halting climate change. Eradicating disease. Lifting up the arts. Ending poverty. At their core, foundations and nonprofits are in the business of advancing big, bold ideas. But impact only happens when those ideas move out into the wider world to inspire change through smart communications.

To discuss this partnership opportunity, please contact Communications Network CEO Sean Gibbons at sgibbons@comnetwork.org.

"The Communications Network honors the immeasurable legacy of Dr. Clarence B. Jones through our Jones Impact Award. Long before the title of Communications Director existed, Dr. Jones proved that smart, strategic communications can change the world. This award recognizes work that has advanced our society in meaningful ways through the power of communications for good."

ERICA PELLETREAU
STRATEGIC COMMUNICATIONS
FORD FOUNDATION

