



# RECOGNIZING CONTRIBUTORS

Tiarney (TEER-nee) Ritchwood  
Duke University School of Medicine

# Outline

- Introduction
- Setting Expectations
- Recognition
  - Contributors
  - Organizers



# Introduction

- Recognizing contributors to and organizers of crowdsourcing contests is key to contest success and continuous engagement.
  - Most are volunteers
- What would motivate potential contest contributors to engage in a contest?
- What would organizers gain from participating in a contest?
- Are the motivating factors the same for both groups?



# Setting Expectations

- Establish clear expectations for all those who contribute.
  - **Judges and steering committee members**
    - Ensure that potential participants are aware that their contributions would be voluntary.
    - How much time will be required of them?
  - **Contest contributors**
    - How much time is required?
    - Is the time investment commensurate with the prize structure?
- How should you recognize participants?
  - Context clues
  - Associated risks?



# Recognizing contributors

## Placement

- Finalists
- Semi-finalists
- Others

## Meaning

- Those deemed exceptional by judges
- Those deemed good by judges
- Honorable mentions, most creative, most innovative, etc.

# Recognizing contributors

	Prize	Public recognition	Feedback from professionals on submission	Included in publications*	Certificate of participation	Email of appreciation
<b>Finalists</b>	✓	✓	✓	✓		
<b>Semi-finalists</b>		✓	✓			
<b>Other contributors</b>					✓	
<b>Judges</b>		✓			✓	✓
<b>Steering Committee</b>		✓		✓	✓	✓

# Recognizing Contributors

## Public Announcements

- Provide contributors with the opportunity to:
  - Gain visibility and notoriety
  - Improve their social status
  - Market their skills or talents
- What does this look like?
  - Formal letters or emails
  - List their names on a public forum
  - Credit in presentations or manuscripts
- ❖ Outline recognition plan within the contest instructions
- ❖ Announcements should be timely
- ❖ Avoid terms such as “winner” and “loser”

**WLGH contest finalists present at the Women Leader in Global Health Conference in London**



# Recognizing organizers

- Consider the participation motivations for judges and steering committee members
  - Ask them for suggestions on ways to acknowledge their contributions
  - A formal commendation
  - Certificate of appreciation or participation
  - Inclusion in publications that result from the contests
  - Others?

