

Application checklist

For an authorized brand, manufacturer, publisher or resource provider preparing a Mom's Pick Awards application.

Applying and review are free. Submit online throughout the year; no samples are required. Review normally takes about two months after complete materials are confirmed.

How to use this checklist

Check each item when you have verified it. Use the notes space to identify anything still missing and who will provide it. Selecting every item does not indicate eligibility approval or an award.

The online form contains contact, product, evidence and proposed public-information sections. Keep the documents for one product and version together before you start.

Product name: _____

Model, edition or version: _____

Prepared by: _____ Date: _____

1. Confirm authority and eligibility

- ☐ I am authorized to represent the entity submitting the product.
- ☐ I have permission to share the documents, images and content.
- ☐ I have identified one product and the exact model, edition or version.
- ☐ I have stated the included sizes, formulations, configurations or variants.
- ☐ I have checked the product's primary use against the eligibility guidance.
- ☐ I have selected the category that matches the main task.
- ☐ I have identified the intended users and relevant age, weight, size or stage limits.
- ☐ I have identified the markets in which this version is available or offered.
- ☐ I have disclosed relevant recalls, material changes or issues.
- ☐ I have obtained a scope answer where a specialist use is unclear.

Medicines, supplements and products promoted primarily for diagnosis or treatment are outside the standard scope. Food, medical nutrition, infant-sleep, restraint, monitoring and other specialist uses may need a scope check.

[Read eligibility guidance](#)

2. Identify the product consistently

- ☐ The official name and model agree across the form and documents.
- ☐ I have explained alternate market names or identifiers.
- ☐ The description states what the product does and how it is used.
- ☐ The included parts and any separately sold accessories are identified.
- ☐ The product link points to the submitted version where available.
- ☐ I have current packaging, labels and warnings where applicable.
- ☐ Clear images show the actual product and its identifying details.
- ☐ A book or digital resource is identified by edition, release, platform or content scope.

If a file names a different version, replace it or explain the relationship with supporting information. Do not rely on the brand name to connect unrelated reports.

3. Gather instructions and category materials

- ☐ Instructions are complete and current.
- ☐ Setup, assembly, use, cleaning and maintenance information is included where relevant.
- ☐ The limits in the description agree with the instructions.
- ☐ Compatibility, fit and permitted configurations are clear.
- ☐ I have included the additional materials relevant to this category.
- ☐ Any product-specific requirement or important claim is supported by the appropriate documents.
- ☐ Authorized access is arranged for content that must be reviewed.
- ☐ Access will remain available during review without requiring a personal customer account.

Category preparation prompts

Category	Check the details that matter
Feeding & Mealtime	Materials, food-contact parts, capacity, cleaning and temperature restrictions.
Baby Care	Ingredients or materials, current directions, storage, precautions and formulation.
Nursery & Everyday Routines	Dimensions, installation, power, maintenance and specialist-use scope.
Strollers & Travel	Exact configuration, user limits, operating instructions and accessory compatibility.
Carriers & On-the-go	Fit, wearing or attachment instructions, positions, limits and included sizes.
Play & Early Learning	Contents, rules, age guidance, adult participation and warnings.
Books & Family Reading	Title, contributors, publisher, edition, complete authorized content and important sources.
Maternity & Postpartum	Intended stage, fit, materials, use limits and any specialist claims.
Family & Household	Main task, dimensions, setup, operating limits and included components.
Apps & Parent Resources	Version, platform, access, functions, subscriptions, privacy information and content sources.

The evidence guide explains the difference between required materials, conditional documents and optional demonstrations.

[Read the evidence guide](#)

4. Match important claims to evidence

- ☐ I have listed important claims separately.
- ☐ Each claim has a relevant document, link or section reference.
- ☐ Reports identify the issuer, date, subject, method and product or version assessed.
- ☐ I have explained the limits of the evidence.
- ☐ A component or related-model report is not presented as automatic proof for the entire product.
- ☐ The wording stays within what the material supports.
- ☐ I have distinguished an activity's purpose from a measured outcome claim.
- ☐ Unsupported wording has been corrected or removed.

Claim or feature	Supporting file or link	Page or section
_____	_____	_____
_____	_____	_____
_____	_____	_____

5. Check files and access

- ☐ Files open and the text and images are readable.
- ☐ Files use PDF, JPG, PNG, WebP or AVIF.
- ☐ No individual file exceeds 20 MB.
- ☐ The total uploaded files do not exceed 100 MB.
- ☐ File names distinguish document types and versions.
- ☐ Evidence links work through the authorized review access.
- ☐ A video link, if used, supplements the required documents.
- ☐ I have not included personal account passwords or executable files.
- ☐ I have checked the attachment list after uploading.
- ☐ Failed uploads have been retried or replaced before submission.

A demonstration supplied by an applicant is supporting evidence. It is not a test performed by NPF.

6. Separate public and private information

- ☐ The proposed public name, brand and model or version are accurate.
- ☐ The proposed public description states the product's purpose and features factually.
- ☐ The proposed image identifies this product and I have permission for publication.
- ☐ Confidential supporting materials are clearly identified.
- ☐ Contact details and review reports are separate from the proposed public record.
- ☐ I have removed unrelated customer records, children's sensitive information and personal medical details.
- ☐ The description does not claim an award before a decision.

If recognized, the public record identifies the approved product, scope, award year and status. It does not publish the applicant's email or confidential evidence.

Recognition and costs

A recognized product receives a digital award certificate, digital award-mark permission and a public NPF registry record for free. Trophies, printed certificates and physical labels are optional purchases after recognition.

Ordering, not ordering, cancellation, an incomplete payment or a refund does not affect the result or the free digital benefits.

7. Review the final application

- ☐ The contact email is correct and can receive application messages.
- ☐ The legal entity, brand and my role are accurate.
- ☐ I have reviewed every step of the application summary.
- ☐ I have read the entry rules and privacy notice.
- ☐ I can confirm my authority and the accuracy of the information.
- ☐ I understand that a receipt confirms saving, not recognition.
- ☐ I understand the two-month estimate begins when complete materials are confirmed.
- ☐ I understand the award year is determined by the authorized decision date.
- ☐ I understand that no fee, donation, sample shipment or physical purchase is required.

[Read the entry rules](#)

[Read the privacy notice](#)

Missing items and responsibilities

Item still needed	Person responsible	Follow-up date
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Submit and keep the receipt

When the materials are ready, submit the application online. A receipt appears only after the application has been saved. Keep its private reference and use the application email to request secure access.

If more information is requested, respond through that application rather than submitting another form. The private status page shows the current estimate and any revised date.

Application reference: _____

Submission date: _____

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