

CAMPAIGN AWARDS: RECOGNIZING ACHIEVEMENT



Char-Em United Way

CAMPAIGN CELEBRATION BREAKFAST

Each year we honor our supporting companies at the **Celebration Breakfast**. It is our chance to thank and recognize our business partners and campaign volunteers. Here is the 2012-2013 Campaign Award criteria.

FIRST TIME CAMPAIGNS

Community Builder Award

ALL first time campaigns

When You Believe Award

Best first year campaign, incorporating Best Practices and innovation and achieving significant participation and/or dollars raised.

OUTSTANDING CAMPAIGN

Honors a company for its creativity and imagination in the employee campaign by going above what is expected to make the campaign fun, exciting, inspirational and successful.

Winners must have

- At least 25% participation or significant increase
- Allow a UW presentation

Other factors considered:

- Implements **Best Practices**
- Participates in Day of Caring
- Campaign creativity
- Employees serve on committees or volunteer with United Way or impact projects.

CAMPAIGNER OF THE YEAR

Recognizes the Workforce Campaign Coordinator (or team) who has shown exemplary commitment to United Way in the areas of GIVE, ADVOCATE AND VOLUNTEER.

Factors considered:

- Attends WCC training
- Participates in UW presentation to employees
- Offers campaign participation incentives
- Includes special events in campaign
- Shows an increase in participation and/or dollars raised
- Participates in Day of Caring or other volunteer opportunities
- Promotes leadership giving
- Personally financially supports United Way campaign.

INCREASED CAMPAIGNS

You Raise Me Up Award

ALL campaigns that **increase by 6% or more.**

YOU'VE GOT A FRIEND

Recognizes a United Way **Funded Partner** that has achieved noteworthy results in employee giving and special events. Includes a gift card for supplies.

UNION PARTICIPATION

Exemplary participation by union in the workforce campaign.

LEADERSHIP CIRCLE

All corporate or individual donors of \$500+.

Tocqueville Society

Support of \$10,000 or more.

BEST CAMPAIGN PRACTICES

- Recruit a **WCC — Workforce Campaign Coordinator** (or team) to help run the campaign and work closely with UW staff to plan and implement;
- **Top Leadership** speaks out for UW
- Offer **payroll deduction**;
- Allow UW staff or volunteer to **speak about the good work of United Way to all employees**. Even better if a **staff member also speaks** to advocate or tell a personal story;
- **Distribute pledge cards and brochures to every employee** (preferably on the day that UW speaks) and return to UW by October 31.