

# 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 2014-2015 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.