

UNITED WAY OF THE CAPITAL REGION “BEST OF” AWARDS NOMINATIONS

LIVE UNITED

2021 Campaign

United Way of the Capital Region created the “Best of” Awards to recognize the good work of individuals who are instrumental in the success of their company’s employee campaign. Honoring campaign coordinators, teams and companies, the awards celebrate the creativity taking place in the very best workplace campaigns. The “Best of” Awards is one of the ways that United Way of the Capital Region expresses thanks to those who promote team spirit, fun and cooperation while raising much needed funds to help those in need in our community.

“BEST OF” AWARDS CATEGORIES

The Outstanding Campaign Coordinator/Team Award – Recognizes a campaign team or individual coordinator who conducts an exceptional employee campaign, demonstrating excellent leadership, innovative ideas, increases in employee participation and/or per employee giving. Award is presented to three companies, based on employee size.

The Outstanding Participation Award - Recognizes an organization that has increased its employee participation from the previous year’s campaign. Companies are encouraged to describe in detail the incentives that were offered to employees, the activities that were utilized, and all other reasons that encouraged participation.

Best Virtual Engagement or Special Event Award – Recognizes an organization that best engages employees with a fun and unique virtual campaign. Examples of Virtual engagement include, but are not limited to: had a virtual kickoff even, utilized United Way “Campaign in a Box” games, and attended the virtual coordinator training. Companies are encouraged to submit their nominations and showcase their creativity and increased awareness for this years campaign.

Best Video or Slide Show Award – Recognizes an organization that creates and utilizes a video or slide show that showcases how their organization LIVES UNITED. Companies will be judged on creativity and increased awareness for the campaign.

ABOUT THE AWARDS

- The awards are designed to recognize the quality of the campaign, employee support, participation, and financial and non-financial contributions.
- The awards are designed to honor companies of all sizes. The number of your employees is not a direct measure of your commitment.
- United Way of the Capital Region’s Coordinator Council will review all nominations and make the final selection. Winners will be announced in Spring 2022 at the Thank You Event.
- Previous year’s winners are not eligible to apply for the same category the following year.

HELP US RECOGNIZE GREAT WORK

Please take the time to review the back page of this flyer and answer all questions with as much detail as possible. In order to qualify, your campaign must be finished, and all paperwork must be returned by **Friday, February 25, 2022**.

Company Name: _____

Coordinator/Team Name: _____

Submitted by: _____ Phone Number: _____

For more information, contact Michelle Phillips at 717.724.4065, or by e-mail at mphillips@uwcr.org.

2021 “BEST OF” AWARDS NOMINATION FORM

SECTION 1: Indicate which award(s) category your company is entering (you can choose more than one).

- Outstanding Campaign Coordinator/Team Award
- Outstanding Participation Award
- Best Virtual Engagement or Special Event Award
- Best Video or Slide Show Award

SECTION 2: 2021 Company Campaign Results

Number of local employees _____	Number of giving employees _____
Total employee giving \$ _____	Total from all special events \$ _____
Employee per capita gift \$ _____ Divide the total employee gift by the number of employees.	Employee percent of participation _____ % Divide the total number of giving employees by the number of employees.

SECTION 3: Best Practices – Please check all that apply to this year’s campaign.

CEO and/or Executive Level supported and was visibly involved in campaign	<input type="checkbox"/>	Hosted virtual event to enhance employee campaign	<input type="checkbox"/>
Coordinator/Team attended virtual campaign coordinator trainings	<input type="checkbox"/>	Solicited 100% of employees	<input type="checkbox"/>
Offered incentives for participation in the campaign	<input type="checkbox"/>	Employees were given educational information on a year-round basis	<input type="checkbox"/>
Conducted a separate leadership giving program	<input type="checkbox"/>	Thanked employees for their gift and participation	<input type="checkbox"/>
Set a challenging campaign goal (dollars and/or participation)	<input type="checkbox"/>	Conduct a “new hire” program offering new employees the opportunity to give	<input type="checkbox"/>
Coordinated employee campaign meeting(s)	<input type="checkbox"/>	Employees volunteer for United Way or United Way program partner	<input type="checkbox"/>

SECTION 4: Please answer the following question(s) of the award category you selected in Section 1, not to exceed five pages. In addition, please include appropriate supporting materials such as photos, flyers, letters, or other relevant materials.

Outstanding Campaign Coordinator/Team Award: Describe any activities used to enhance employee campaign participation (i.e., educational, fundraising, incentive programs). How has the coordinator/team’s excellent performance impacted the United Way campaign in the organization they represent?

Outstanding Participation Award: Describe any tools and activities utilized to increase employee participation from the previous year. If your company’s participation has remained at 100%, describe the tools, strategies, and activities that has kept your participation rate at its peak.

Best Virtual Engagement or Special Event Award: Describe your special event. How did you engage and excite the employees about United Way? How did you communicate the event activities? Describe how you tied in United Way’s message.

Best Video or Slide Show Award: Describe how you creatively used a video or slide show to showcase how your organization LIVES UNITED. Describe how it enhanced your campaign. Be sure to submit a copy of your video/slide show for judging. *(Video/slide show must be one minute or less.)*