

2009 Best Of Awards

<u>Category Name</u>	<u>Category Description</u>
<p><i>NOTE: Best in Show categories are subdivided into company sizes. <u>Please select ONE size category.</u> 1-250 employees OR 251-999 employees OR 1000+ employees</i></p>	
Best in Show	Best overall United Way campaign. To be considered for Best in Show—small company you must nominate your company in at least one other category, medium company at least two other categories, and large company at least three other categories.
Best Year Round Partnership	Best year round communication, education, engagement and involvement with United Way.
Stan Kowalski Lifetime Achievement Award	Individual with 10+ years of commitment to United Way and the community at large through volunteerism.
Agency Partner	Great partnership and support by an agency partner during their United Way campaign.
Ambassador	The best ambassador who leads and energizes their company through a successful United Way campaign.
Campaign Committee	Best use of committee to plan, promote and execute a United Way campaign.
United Way Caring Connection Project(s)	Best use of Caring Connection as a campaign strategy to engage employees through volunteerism.
CEO/Executive Involvement	Outstanding support and involvement from CEO/Executive throughout the campaign for United Way.
Community Builders Campaign	Best strategy to engage current and potential leadership donors (\$1000+)
Company Produced Products	Creative use of company produced products (brochures, t-shirts, posters, pledge cards, etc.) to promote United Way.
Event	Any event that brings employees together focusing on United Way (i.e. fundraising, educational, volunteerism etc.)
United Way Emerging Leaders Program™	Engagement of the next generation of organization/corporate leaders through the Emerging Leaders Program.
Fast and Fabulous	Best campaign that ran in one week or less.
Kick-off	Most effective kick-off strategy to get employees engaged and excited about their United Way campaign.
Labor/Management Partnership Campaign	Partnership that successfully teamed labor and management to integrate campaign activities.
Multi-location Campaign	Campaigns that ran at multiple locations (i.e multiple stores, campuses, branches or buildings within the Twin Cities).

New Campaign	Best strategy to introduce United Way to employees for the first time.
Retiree Campaign	Best strategy to involve retired employees in United Way campaign (i.e. volunteerism, education, planning).
Rise to the Challenge	A company that faced significant setbacks (i.e. layoffs, CEO changes, etc.) and still had a strong campaign.
Tocqueville Society Campaign	Best campaign strategy to engage current and potential donors at a Tocqueville level (\$10,000+) through membership growth.
Use of Web/Technology	Best campaign that utilized technology to promote, run or educate employees about United Way.
Video	Best company produced video for internal campaign.
Women's Leadership Council Campaign	Best campaign strategy to engage current and potential female donors at Women's Society Council level (\$2,500+) in membership growth.