

## Call for Nominations

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**Greater Twin Cities United Way  
Best Of Awards**

**Wednesday, March 31, 2010**



## **United Way Best Of Awards**

United Way began the Best Of Awards to recognize outstanding companies that run United Way campaigns for all of the events, planning, managing and execution done by Ambassadors, volunteer committees and employees.

### **Who can enter?**

Anyone who has run a Greater Twin Cities United Way campaign in 2009.

### **Why should I enter the Best Of Awards?**

By entering the United Way Best Of Awards you are able to demonstrate the work that you and your company are doing! This is your opportunity to show people what you have done on behalf of our community. Imagine being able to say your company is “award winning!” This is also an opportunity to generate excitement and share ideas with others to create overall successful campaigns in our community.

### **Who judges the awards?**

In order to maintain fairness in the judging, the United Way Best Of Awards nominations are judged by both internal employees and external partners. United Way staff narrows it down to 3 finalists per category, and the finalists are then judged by external partners such as Ambassadors and media partners. All nominations are asked to be anonymous (no mention of company names or employee names – more information under rules).

### **How do I enter?**

The next several pages outline the nomination process. But, don't be overwhelmed, the process isn't impossible. Just be sure to follow the suggestions and submit your nomination by January 22, 2010. Then plan to attend the ceremony on March 31, 2010!

### **What if I have questions?**

If you have questions about the process, or run into problems, please feel free to contact your workplace consultant directly or e-mail Brianna Goad at [goadb@unitedwaytwincities.org](mailto:goadb@unitedwaytwincities.org) or call 612-340-7698.

### **Benefits to You and Your Company: Twin Cities Business Journal**

All finalists will be recognized in the March issue with a 1/4 page advertisement.  
All winners will be recognized in the April or May issue with a 1/2 page advertisement.

### **MPLS/St. Paul Magazine**

All finalists will be recognized in the March issue with a 1/3 page advertisement.  
All winners will be recognized in the April or May issue with a 2/3 page advertisement.

### **Award Show**

All nominees are invited to attend an evening awards show, Wednesday March 31 at the Orpheum Theatre. There will be photos, entertainment, hors d'oeuvres and a cash bar to enjoy. All nominees will be showcased throughout the reception. All finalists will be featured during the evening; winners will receive an award, pictures, and taped interviews.

### **Online Recognition**

All finalists and winners will be recognized on United Way's Website.

## United Way Best Of Awards Rules and Instructions

All nominations submitted for the United Way Best of Awards come from a company that has run a United Way Campaign in 2009. (A joint nomination can be entered when two or more organizations were instrumental in the planning or execution of the project.)

Please submit a binder with the help of the following instructions. If instructions aren't followed it may lead to improper judging of your nomination. While these nominations can be several pages long, it is more than appropriate to have one paragraph per tab, as long as you make sure to share all necessary information. The more description and supplementary materials included the better; it helps give the judges an accurate picture!

### **Binder Instructions**

- **Binder:** Please present each nomination in a standard 3-ring binder without external decorations.
  - Ensure the size of the binder is appropriate to contain all information comfortably.
  - It is best to include the name of the category you are entering on the cover of the binder and on the spine of the binder.
- **Inside the Binder:**
  - Please place each page of the nomination in the 3-ring binder according to the correct tab.
  - You may use decorative paper inside the binder.
- **Tab Dividers:** Divide the binder into sections according to the category's suggested criteria.
- **Entry Form:** The completed Entry Form should be included in the front pocket or as the first page before the tabs begin.
  - If you are nominating your company in another category, please fill out an Entry Form and prepare a separate binder for each category.
- **CD:** Each nomination should include a CD labeled with the entrant's name, company name, and category name. You can place the CD in the front pocket or in a plastic sleeve along with the Entry Form. Should include:
  - A Microsoft Word document that contains the following:
    - A 35-word overview of the category, which will be used at the Awards Ceremony if the nomination becomes a finalist.
    - An electronic copy of each section of the nomination.
  - Two JPEG photos of your company that relates to the category, which will be used if the nomination becomes a finalist.
- **Sections:**
  - 100 word overview section
  - Respond to each additional section of the category's suggested criteria. Please no more than two typed pages per tab unless they are supporting materials, see below.
- **Supporting Materials:** In addition to text (criteria), physical material pieces can and should be included in your nominations.
  - All materials are best contained in clear plastic sleeves. We do not want photos, posters, videos etc. to be damaged or lost when transporting/viewing.
  - **Planning Materials:** May include up to 20 plastic sleeves containing Planning Material. Planning Material may include planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

- **Activity Materials:** May include up to 20 plastic sleeves containing Activity Materials. Activity Materials may include photos, posters you created, invitations, t-shirts or other products that were created etc.
- **Names and Logos:** Please do not include your name, other employee names, your company's name or logo in your nomination—including all text, supporting materials, collateral including photos, videos, invitations, etc. You may use white out, tape or permanent marker to hide names and logos on materials already created. (This is to keep all nominations anonymous which creates a better standard and decreases bias for judging.)

### **Submitting Your Nomination**

**Nominations Due:** Nominations must be received by 5 p.m. on Friday January 22, 2010.

**Send or Deliver Nominations to:**

United Way Best Of Awards  
Attn: Brianna Goad  
404 South 8<sup>th</sup> Street  
Minneapolis, MN 55404

**Nominees:** All nominees will be notified if they have become a finalist no later than February 19, 2010.

**Awards:** The awards will be presented at the United Way Best Of Awards on Wednesday, March 31, 2010.

**Nominations Returned:** If you would like your nomination returned, they will be available on the night of the event or contact your Workplace Consultant by March 31, 2010 to schedule a pick-up or drop-off.

**Questions:** If you have questions you can contact your Workplace Consultant or Brianna Goad by e-mail, [goadb@unitedwaytwincities.org](mailto:goadb@unitedwaytwincities.org) or by phone, 612-340-7698.

## 2009 United Way Best Of Awards Categories

### Agency Partner

#### Category Description:

This award is given to the agency that supports a successful partnership with United Way throughout the year and during their campaign.

#### Suggested Criteria:

##### Tab 1: Overview

- Include a 100-word overview of how you acted as a successful agency partner.

##### Tab 2: Year-Round Engagement

- How do you support United Way year-round?
- What communications were used?
- Describe how you engaged employees year-round.

##### Tab 3: Campaign

- How did you utilize a committee or volunteers to help plan, run and complete the campaign?
- Were executives involved, how?
- How did you engage Emerging Leaders, Community Builders, and or Tocqueville donor employees?
- How did you strike a balance between fun, education and volunteerism?

##### Tab 4: Results

- Describe how you tied-in United Way's *Agenda for Lasting Change*.
- How many employees participated, percent of total?
- How much was raised?
- How many volunteers and volunteer hours did you have?

##### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

##### Tab 6: Activity materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

### Ambassador

#### Category Description:

This award honors an ambassador who leads and energizes their company through a successful United Way campaign.

#### Suggested Criteria:

##### Tab 1: Overview

- Include a 100-word overview of how the ambassador excelled at running the campaign.

##### Tab 2: Planning

- How did they recruit and organize committee members?
- Describe how they effectively motivated committee members.
- What goals were set and did they help create a theme?

##### Tab 3: Campaign

- Describe how they were instrumental to the success of the campaign.
- How do they demonstrate leadership, inspire peers, show dedication, etc?
- How did they strike a balance between fun, education and volunteerism?

##### Tab 4: Results

- Describe how they tied-in United Way's *Agenda for Lasting Change*.
- Did they create a succession plan for ambassadors and or committee members? Describe.
- Describe how goals were met.
- What were participation numbers?
- How much was raised?

##### Tab 5: Planning Materials

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- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

##### Tab 6: Activity materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Campaign Committee

### Category Description:

This award recognizes a company's utilization of volunteer employees to help plan, promote and execute their campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how a committee was used during your campaign.

#### Tab 2: Model

- How were committee members recruited to help?
- What type of format did your committee have, including number of individuals, sub-committees, etc.?
- Is there a succession plan or plan to keep volunteers involved with the campaign in the future?

#### Tab 3: Goals

- What were your campaign committee's top 3-5 goals?
- Discuss how you decided on these goals and what went into achieving them.
- How did the committee promote the United Way campaign?
- Describe how you shared United Way's *Agenda for Lasting Change*.

#### Tab 4: Successes

- What were your top three successes/highlights of your campaign committee?
- Along with what went well, what things could you improve?

#### Tab 5: Planning Materials

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#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Caring Connection Project

### Category Description:

This award recognizes excellence in volunteerism through the Caring Connection Program.

### Suggested Criteria

#### Tab 1: Overview

- Include a 100-word overview describing the volunteer project(s) completed.

#### Tab 2: Projects

- What Caring Connection project(s) did your employees participate in?
- Why did you include volunteer opportunities, and how were they decided upon?
- How did you communicate the available projects to employees?

#### Tab 3: Results

- What was accomplished?
- Describe how you connected the project(s) to United Way's *Agenda for Lasting Change*?
- How many employees volunteered and what percent of the whole?
- How many hours were volunteered?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## CEO/Executive Involvement

### Category Description:

This award honors a company who successfully incorporates participation from the CEO and/or other executives throughout their campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how your CEO/Executives were involved in the campaign.

#### Tab 2: Participation

- Who participated, include names and positions?
- How did they participate?
- How did they go above and beyond their normal work roles to take part in the campaign?

#### Tab 3: Role

- How did they publicly endorse United Way at events?
- Did they have any active role in planning the campaign, how?
- Did they play a creative role in your campaign, how?
- How did they tie United Way's *Agenda for Lasting Change* into their messages or at events?

#### Tab 4: Planning Materials

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#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Community Builders Campaign

### Category Description:

This award is given to a company that effectively includes a Community Builder Campaign to engage their Leadership Donors within their overall campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how you included a Community Builder campaign.

#### Tab 2: Involvement

- Did you have a Community Builders Chair or committee?
- How did you engage employees who give or may give \$1000 +?
- Include communications, events, incentives, etc.
- What goals did you have in running a Community Builder campaign?
- Are they engaged year-round?

#### Tab 3: Results

- Describe how you connected them to United Way's *Agenda for Lasting Change*.
- How many new Leadership Donors did you gain, and how many do you have total?
- What percentage of your employees gave at this level?
- What dollar amount did Leadership Donors raise, and what percentage is that of your overall campaign?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Company Produced Products

### Category Description:

This award recognizes a company and their creative efforts in production of items for a campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the products created.

#### Tab 2: Theme

- What was the theme for your company's campaign?
- How was it determined?
- Describe how you connected the products to United Way's *Agenda for Lasting Change*.

#### Tab 3: Products

- List the products that were created along with a short description of each item.

#### Tab 4: Planning materials

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- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Emerging Leaders Campaign

### Category Description:

This award honors a company using Emerging Leaders to engage the next generation of community leaders in volunteerism, leadership development and giving.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how Emerging Leaders were engaged.

#### Tab 2: Involvement

- Did you have an Emerging Leaders Chair or committee?
- Describe how you encouraged employee involvement in the Emerging Leaders Program.
- Did you have special event, communications, volunteer activities, incentives etc?

#### Tab 3: Results

- Describe how you connected them to United Way's *Agenda for Lasting Change*.
- How many employees are members of the Emerging Leaders Program?
- What percentage of your total employee base is that?
- What dollar amount did Emerging Leaders raise, and what percentage is that of your overall campaign?

#### Tab 4: Year-Round Engagement

- Did you use the program to engage employees all year?
- How so, events, educational, volunteer opportunities, etc?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Event

### Category Description:

This award honors excellence and creativity in the creation of a campaign event(s).

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the event(s).

#### Tab 2: Concept

- Describe your strategy in developing your event(s).
- What was the overall event(s) concept/theme?

#### Tab 3: Message

- How did you incorporate United Way messages?
- Describe how you tied-in United Way's *Agenda for Lasting Change*.
- Did you educate employees in any special ways?

#### Tab 4: Results

- What were your goals for the event?
- Did you achieve or exceed your goals, how?
- How many employees participated, what percent is that of your total employee number?
- Did you raise any dollars, if so how much and what percent of your total dollars?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Fast and Fabulous Campaign

### Category Description:

This award is given to a company that runs their campaign in a small amount of time (under one week) but still knows how to make a big impact.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the campaign.

#### Tab 2: Concept

- How long was your campaign?
- What was your theme?
- What communications were used before and during the campaign?

#### Tab 3: Best Practices

- Did you utilize a committee or volunteers to help plan, run and complete the campaign?
- Was your CEO or your executives involved, and how?
- Did you engage Emerging Leaders, Community Builders, and or Tocqueville donor employees, how?
- How did you strike a balance between fun, education and volunteerism?

#### Tab 4: Results

- Describe how you tied-in United Way's *Agenda for Lasting Change*.
- How many employees participated, what percentage of total employees?
- How much was raised?
- How many volunteers and volunteer hours did you have?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Kick-off

### Category Description:

This award is given to a company that uses a kick-off to the fullest and engages employees from the get-go with a creative event.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview description of the kick-off activities.

#### Tab 2: Planning

- What was your planning process?
- Who was involved in planning?
- Did you have a theme?

#### Tab 3: Kick-off

- Describe your kick-off event.
- How did you engage and excite your employees about United Way?
- How did you communicate the kick-off activities?
- Describe how you tied-in United Way's *Agenda for Lasting Change*.

#### Tab 4: Results

- How many people attended the kick-off, what percentage is that of total employees?
- What were your other highlights of the kick-off

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Labor/Management Partnership

### Category Description:

This award honors the partnership between a company and their union partners that help create a successful campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the collaboration between union members and overall organization.

#### Tab 2: Partnership

- Describe how labor and management worked together to create a successful campaign.
- Who was involved in planning and execution on both sides?

#### Tab 3: Messaging

- How did you incorporate United Way messages in your campaign?
- Describe how you tied-in United Way's *Agenda for Lasting Change*.
- What kinds of communications were used with union members?

#### Tab 4: Results

- How was the partnership successful?
- How many union members participated in the campaign, what percentage is that of all employees?
- What dollar amount did Union members raise, and what percentage is that of your overall campaign?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Multi-Location Campaign

### Category Description:

This award is given to a company who overcomes the logistics of having employees at several different locations.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing your multi-location campaign.

#### Tab 2: Planning

- What goals and objectives were set company-wide?
- How many locations participated in the overall campaign?
- Did you utilize a committee or leaders at different locations and how were they chosen?

#### Tab 3: Location Engagement

- How did you tailor messages to fit individual audiences/employees at different locations?
- What communications, events, volunteer activities were held?
- Describe how United Way's *Agenda for Lasting Change* was shared with all locations.
- Was management involved at the different locations?

#### Tab 4: Results

- How many employees participated by location and overall, what percent of all employees is that?
- How much money was raised by location and overall?
- Other results, such as volunteer hours by location and overall?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## New Campaign

### Category Description:

This award honors a company that ran their first ever campaign with great success!

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the new campaign.

#### Tab 2: Campaign

- What goals and objectives were set?
- How did you introduce United Way to your employees?
- What communications were sent?
- Did you share United Way's *Agenda for Lasting Change*, how?
- What activities were held?

#### Tab 3: Best Practices

- Did you engage your CEO/Executives, how?
- Did you utilize a committee to help run the campaign, how was it set up and how were individuals chosen?
- How did you include educational, volunteer and fun events?

#### Tab 4: Results

- Did you achieve or exceed your goals, how?
- How many employees participated, what percentage is that of all employees?
- How much money was raised?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Retiree Campaign

### Category Description:

This award is given to the company who actively and creatively involves their retirees in their campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how retirees were engaged in the campaign.

#### Tab 2: Engagement

- What communications were sent to retired employees?
- How were they engaged in the campaign?

#### Tab 3: Results

- Describe how you connected them to United Way's *Agenda for Lasting Change*.
- How many retired employees participated in the campaign?
- How many retirees donated to the campaign, how many were solicited?
- How much did retirees contribute, what percentage is this of your total raised?
- How many retirees volunteered through the campaign?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Rise to the Challenge

### Category Description:

This award honors the company that overcomes significant challenges during a campaign.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing your campaign overcame challenges.

#### Tab 2: Challenges

- What types of organizational setbacks made it difficult to run a United Way campaign?
- Why did you choose to run a United Way campaign in the face of these challenges?
- What goals and objectives were set?

#### Tab 3: Campaign

- Describe the steps you took to overcome the challenges you faced?
- How did you engage employees during these tough times?
- What events and activities did you run?
- How did you share United Way's *Agenda for Lasting Change*?

#### Tab 4: Results

- Did you achieve or exceed your goals and objectives, how?
- How did the campaign help raise morale?
- How many employees participated in your campaign, what percentage is that of all employees?
- How much money was raised?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Tocqueville Society Campaign

### Category Description:

This award honors the company that successfully engages their current \$10,000+ donors and increases overall Tocqueville Society participation.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how Tocqueville Society donors were engaged.

#### Tab 2: Engagement

- What goals did you have?
- Did you have a Tocqueville Society Chair or committee?
- How did you actively reach out to Tocqueville donors and potential donors?
- What special events or activities were held?
- What kind of communications did they receive?
- Did you use the program to engage Tocqueville donors throughout the year, how?

#### Tab 3: Results

- Describe how you connected them to United Way's *Agenda for Lasting Change*.
- Did you meet your goals?
- How many new Tocqueville Society donors did you have, how many total?
- What percentage of your employees give at the Tocqueville level?
- How much did Tocqueville Society donors raise, what percentage is that of your overall campaign?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Video

### Category Description:

This award is given to the company that creates a campaign video that is fun, engaging and educational.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing the video.

#### Tab 2: Concept

- Describe the creative process you used to produce your company video.
- How many employees were involved in the video's creation?

#### Tab 3: Video

- Describe the overall theme/message of the video.
- Did you tie-in United Way's *Agenda for Lasting Change*, how?
- Were your CEO/Executives involved, how?
- How many employees were involved in the video's creation, and how?
- When and how was the video used during your campaign?
- Did your video meet or exceed your expectations?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Web/New Media/Technology Use

### Category Description:

This award honors the company that uses online tools and/or special technology to reach their employees in new way.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how the Web, new media or technology was used.

#### Tab 2: Campaign

- What types of tools were used in your United Way campaign?
- How did you creatively use technology to increase campaign visibility and support?
- How did you utilize these tools to incorporate United Way messaging in your campaign?
- Did you tie-in United Way's *Agenda for Lasting Change*, how?

#### Tab 3: Results

- Describe your successes with the tools used.
- How many employees participated, what percentage is that of your total employees?
- How much money was raised?

#### Tab 4: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 5: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Women's Leadership Council Campaign

### Category Description:

This award is given to the company that successfully engages their current Women's Leadership Council donors and increases overall Council participation.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how you engaged current and potential Women's Leadership Council donors.

#### Tab 2: Involvement

- Did you have a Women's Leadership Council Chair or committee?
- Describe how you encouraged employee involvement in the Women's Leadership Council.
- Did you have special communications, events, etc?

#### Tab 3: Results

- Describe how you connected them to the *Agenda for Lasting Change*.
- How many employees are members of the Women's Leadership Council?
- What percentage of your total employee base is that?
- What dollar amount did Women's Leadership Council members raise, and what percentage is that of your overall campaign?

#### Tab 4: Year-Round Engagement

- Did you use the program to engage employees all year?
- How so, events, educational, volunteer opportunities, etc?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Stan Kowalski Lifetime Achievement

### Category Description:

This award honors an individual who, over the course of his or her lifetime, has made significant contributions to United Way and the community through volunteer efforts. (minimum 10 years combined service)

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how the individual excels in volunteerism.

#### Tab 2: Volunteerism

- Describe service to community at a United Way partner agency.
- Describe service to United Way.
- Describe service to community at large.

#### Tab 3: Role Model

- Describe how this individual exemplifies lifetime achievement through their work ethic.
- How do they demonstrate leadership, inspire peers, show dedication, etc?
- Describe how their involvement is related to United Way's *Agenda for Lasting Change*.

#### Tab 4: Reference

- Include reference from a person who knows the nominee personally, either through volunteer activities or personally. (preferably not family or the nominator)
- Include nominator's information if not the nominees (name, phone, company, how you know the nominee.)

#### Tab 5: Supplemental Materials

- Must not exceed 20 plastic sleeves.
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Year-Round Partnership

### Category Description:

This award honors excellence for the integration of United Way throughout the entire year through education, volunteerism and other activities.

### Suggested Criteria:

#### Tab 1: Overview

- Include a 100-word overview describing how the company is a year-round partner.

#### Tab 2: Planning

- What were your goals specific to year-round engagement?
- How were the CEO/executives involved and actively supportive?
- Did you utilize a committee to help plan and execute, how?

#### Tab 3: Year-round engagement

- What strategies were used to engage employees outside of the main campaign?
- How did you educate employees about United Way year-round?
- How was volunteerism promoted and supported year-round?
- What events and activities were held year-round?

#### Tab 4: Results

- Discuss how you shared United Way's *Agenda for Lasting Change*.
- Did you meet your goals?
- How many employees volunteered, what percentage is that of all employees?
- How were employees more engaged throughout the year?
- How much money was raised?

#### Tab 5: Planning Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### Tab 6: Activity Materials

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.

## Best in Show

### Category Description:

This award honors three companies (small, medium and large sized) that utilize best practices to run a successful campaign all around.

### Special Criteria:

#### **Small Company (1-249 employees)**

- To be considered for Best in Show—Small, you must have nominated your company in at least one other category.

#### **Medium Company (250-999 employees)**

- To be considered for Best in Show—Medium, you must have nominated your company in at least two other categories.

#### **Large Company (1000+ employees)**

- To be considered for Best in Show—Large, you must have nominated your company in at least three other categories.

### Suggested Criteria:

#### **Tab 1: Overview**

- Include a 100-word overview describing why your campaign was best in show.

#### **Tab 2: Planning**

- What were your campaign goals and objectives?
- How did you utilize a campaign committee, what structure did it have?
- What was your communications plan?
- Did you tie-in United Way's *Agenda for Lasting Change*, how?

#### **Tab 3: Campaign**

- Describe how your CEO/Executives were involved in the campaign.
- Did you face any challenges and how were they overcome?
- How did you educate and engage your employees?
- How did you utilize volunteerism?
- Did you have company produced products/a video?

#### **Tab 4: Results**

- Did you meet or exceed your goals and objectives?
- How many employees participated, what percentage is that of all employees?
- What number of employees volunteered, what percentage is that of all employees?
- How much money was raised?
- What were the increases from 2008 in participation, volunteer hours, money raised, etc?

#### **Tab 5: Planning Materials**

- Must not exceed 20 plastic sleeves
- This may include, but is not limited to planning documents, schedule of events, committee lay-outs, pre-event e-mails, meeting notes, etc.

#### **Tab 6: Activity Materials**

- Must not exceed 20 plastic sleeves.
- This may include, but is not limited to photos, posters, invitations, t-shirts or other products that were created etc.



Greater Twin Cities  
United Way

# United Way Best Of Awards Entry Form

**Deadline:** January 22, 2010

**Entrant:**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_  
 Company \_\_\_\_\_

**Please check one box:**

Primary Ambassador     Committee Member     Other \_\_\_\_\_

**Additional Contacts:**

Name	Title	United Way Involvement	Phone Number
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**Category Entered:**

- |  |   |
|--|---|
| <input type="checkbox"/> Best Agency Partner               | <input type="checkbox"/> Best New Campaign                        |
| <input type="checkbox"/> Best Ambassador                   | <input type="checkbox"/> Best Retiree Campaign                    |
| <input type="checkbox"/> Best Campaign Committee           | <input type="checkbox"/> Best Rise to the Challenge               |
| <input type="checkbox"/> Best Caring Connection Project    | <input type="checkbox"/> Best Tocqueville Society Campaign        |
| <input type="checkbox"/> Best CEO/Executive Involvement    | <input type="checkbox"/> Best Video                               |
| <input type="checkbox"/> Best Community Builders Campaign  | <input type="checkbox"/> Best Web/New Media/Technology Use        |
| <input type="checkbox"/> Best Company Produced Products    | <input type="checkbox"/> Best Women's Leadership Council Campaign |
| <input type="checkbox"/> Best Emerging Leaders Campaign    | <input type="checkbox"/> Best Year-Round Partnership              |
| <input type="checkbox"/> Best Event                        | <input type="checkbox"/> Stan Kowalski Lifetime Achievement       |
| <input type="checkbox"/> Best Fast and Fabulous Campaign   | <input type="checkbox"/> Best in Show—Small (1-249)               |
| <input type="checkbox"/> Best Kick-off                     | <input type="checkbox"/> Best in Show—Medium (250-999)            |
| <input type="checkbox"/> Best Labor/Management Partnership | <input type="checkbox"/> Best in Show—Large (1000+)               |
| <input type="checkbox"/> Best Multi-Location Campaign      |   |

**Campaign Information:**

Number of employees	
Number of employees that pledged	
Number of dollars raised	
Number of employees that volunteered	
Number of volunteer hours	
Number of Emerging Leaders	
Number of Community Builders (\$1,000+)	
Number of Women's Leadership Council Members	
Number of Tocqueville Society Members	

**I affirm that all of the materials, information and ideas included in this nomination are the work of the company listed applying for the United Way Best Of Awards.**

X \_\_\_\_\_ Date: \_\_\_\_\_.

**I hereby give United Way permission and distribute information that is included in this nomination for the purposes of promoting the United Way Best of Awards as well as the nominees and recipients.**

X \_\_\_\_\_ Date: \_\_\_\_\_.

**I do NOT** want the details of my nomination used in future promotion of the United Way Best Of Awards. I understand that by checking this box, if my nomination is selected as the winner in my category, that my company will be listed by name only and will not receive additional coverage.



## Nomination Checklist

Before submitting your nomination, please take a moment to go over your nomination.

The following suggestions are used to judge nominations and ensure fairness in the judging. If you do not follow directions your nomination may be judged improperly.

**NOTE:** This checklist is only a reminder of the rules and instructions—more complete information can be found in the Rules and Instructions section at the beginning of this document. Please carefully read that section prior to beginning your nomination.

### General Nomination Requirements:

- Your company's campaign was held between January 1, 2009 and December 31, 2009.

### Binders—General:

- Each entry is presented in a plain, standard three-ring binder without external decorations.
- Each page and/or piece of material is in the 3-ring binder behind the appropriate tab.
- A completed Entry Form and CD (including 35 word overview, electronic copies of each section of the nomination and two JPEG photos) is in the front pocket or included in a plastic sleeve at the front of the nomination.
- The category name is on the binder cover and spine of the binder.
- The binder is divided into tabs that correspond to the suggested criteria listed for the category you are nominating your company for.
- Names and/or company names and logos have been removed or covered in the nomination.

### Text Sections:

- The overview section (Tab 1) is no more than 100 words.
- Each section of the nomination criteria does not exceed more than two typed pages.

### Additional Materials

- All Planning and Activity Materials are included in plastic sleeves.
- There are no more than 20 plastic sleeves for each section of materials.

### Sending Your Binder:

- The nomination will arrive by the submission deadline of 5:00 p.m. on Friday, January 22, 2010 to Greater Twin Cities United Way.