

CAMPAIGN AWARD DESCRIPTIONS



THERE'S A NEW WAY
TO BE UNITED.

Spirit of Giving Award

The Spirit of Giving Award recognizes a company that achieves advances in their campaign as well as has outstanding volunteer leadership and participation in the community.

Criteria considered for the Spirit of Giving Award includes:

1. Increase in employee per capita
2. Increase in the total dollars raised
3. Increase in Leadership Giving amount raised
4. Significant volunteerism with United Way and/or within Allen County.

Outstanding Campaign Award

Outstanding Campaign awards recognize companies that achieve advances in their campaign. Four awards will be given in this category based on size or type of organization.

1. Funded Partner
2. Large Organization (501+ employees)
3. Medium Organization (101-500 employees)
4. Small Organization (1-100 employees)

Award winners are considered by their use of best practices and the following:

1. Increase employee per capita
2. Increase total dollars raised
3. Increase Leadership Giving amount raised
4. Increase employee participation

Campaign Best Practices:

- Visible CEO Support
- Community Impact Support/
Volunteerism
- Employee Matching Gift Program
 - Corporate Gift
 - Leadership Event
- Publicize Campaign Goals
- Campaign Kick-off Event
 - United Way Speaker
 - Campaign Video
- Use Incentives to Strengthen Annual Giving
 - Year-Round Engagement

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United Way of Allen County