

United Way of 1000 Lakes Best of Awards



The United Way Best of Awards showcase your accomplishments in the community. The awards recognize Itasca area companies and organizations for their outstanding participation in the United Way Campaign and throughout the year.

Submission Guidelines

We invite you to submit nominations for the Best of Awards to showcase the work that you and your company or organization are doing on behalf of the community. This is an opportunity to share the quality of your work with other workplaces and the public while gathering new ideas for your next campaign. Any workplace that runs a United Way campaign this year may enter.

For each category you enter:

Complete and submit an entry form with your nomination. Submit a description of each entry. The description should be 250 words or less and should be submitted in an electronic format. Please submit form and supporting materials (photos, videos, press clippings, campaign results, statistics, and printed materials) to United Way office or by email to info@unitedwayof1000lakes.org.

Entry deadline:

All entries are due by March 15, 2018. Winners will be recognized at the United Way Campaign Celebration & Awards on March 22, 2018 from 4:30 to 6:30 at the Timberlake Hotel, Grand Rapids.

Submit your entries to:

United Way of 1000 Lakes
Attn: Best of Awards
350 NW 1ST Ave., Suite A
Grand Rapids, MN 55744
info@unitedwayof1000lakes.org

United Way of 1000 Lakes Best of Awards Categories



Best Year Round Partnership

Best year-round United Way partnership with respect to communication, education, involvement and engagement. *Best practice examples include, but not limited to*

- + Creative Workplace Campaign and events
- + Leadership Giving strategies
- + Engaging in United Way events: Kick-off; Day of Action; Campaign Celebration
- + Mobilization of volunteers
- + Innovative Programming and Sponsorships
- + Effective and consistent communications that increase engagement

Best Campaign Innovation

Award given to recognize campaign growth through innovation. Best practices and strategies around communications, interactive engagement, digital media, and more. *Best practice and strategies include, but not limited to:*

- + Social media strategies
- + Innovative ways to reach unions/labor, multi-locations, off-site workers
- + Innovative ways to reach different audience segments with online strategies
- + Creative ways to add zest to your events

Best Employee Engagement

Outstanding achievement in employee education, engagement and involvement with United Way. Best practices and strategies include, but not limited to:

- + Year-round staff engagement through communications and education
- + Promotion of Leadership Giving
- + Mobilization of volunteers
- + Targeted messaging to specific audience segments: labor, early to mid-career staff, donation levels, titles/positions, off-site workers, multi-locations, etc.
- + Effective and consistent communications that increase donor participation.

Best Rising Star

Recognizes company/organization campaigns less than three years that demonstrate outstanding achievement in employee education, engagement and involvement with United Way. Best practices and strategies include, but not limited to

- + Demonstrated progressive increases in donations and employee participation
- + Company Leadership endorsement and support
- + Utilized resources – United Way staff, Campaign Tool-kit, campaign materials, website

Best Fast & Furious Campaign

Recognizes company/organization who conducts an employee campaign in one week or less from start to finish and reports the highest results per capita.

Best Company Leadership Support

Outstanding support and involvement from company leadership (CEO, president, director, senior management, etc.) throughout the United Way campaign. From strategy to execution, the top leader(s) were active and visible in campaign activities, helped set and support campaign goals and encouraged staff participation.

Best Coordinator/Team of the Year:

The individual or team who led their workplace to a successful campaign through goal setting and statically implementing campaign best practices to reach goals. This individual(s) educated and energized staff, led a campaign committee, worked with and mobilized senior leaders and is passionate about turning the stories around of those most in need in our community. Go for the glory – nominate yourself or a co-worker who has helped run a fabulous campaign!

Questions? Please call 218-999-7570 or email kimberly@unitedwayof1000lakes.org.