

## United Way of 1000 Lakes Best of Awards



The United Way Best of Awards showcases 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 submission should be 250 words or less and sent electronically. Please provide a 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](mailto:info@unitedwayof1000lakes.org).

### Entry deadline:

All entries are due by March 8, 2019. Winners will be recognized at the United Way Campaign Celebration & Awards on March 21, 2019, from 4:30 to 7 p.m. at the Timberlake Hotel in Grand Rapids.

### Submit your entries to:

United Way of 1000 Lakes

Attn: Best of Awards

[info@unitedwayof1000lakes.org](mailto: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 is given to recognize campaign growth through innovation. Best practices and strategies around communications, interactive engagement, digital media, and more. Best practice and strategy 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 Campaign Climber

Recognizes company/organization's with three plus years of campaigns 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
- + Built relationships and grew with teamwork, leadership and service activities

## Best Fast & Furious Campaign

Recognizes company/organization which 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](mailto:kimberly@unitedwayof1000lakes.org).