



**United Way
of the Cape Fear Area**

Campaign Awards 2010



Campaign Award and Recognition Program

Spirit of Cape Fear Award

Criteria

- Campaign with high participation and per capita
- Visibly demonstrates strong involvement and support of UWCFA
- Employee volunteer engagement
- Active and successful leadership giving program (\$1000+ level)
- Increased coordination/organization of campaign
- High level of creativity leading to involvement of employees
- Corporate support of UWCFA events/meetings (sponsorship), corporate campaign gift, matching of employees' gifts
- Chosen by CFAUW Board of Directors from the Campaign Excellence Awards.

Campaign Excellence Awards

Criteria

- | | |
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| <ul style="list-style-type: none">• Campaign with high participation and per capita• Strong involvement and support of UWCFA• Employee volunteer engagement• Active and successful leadership giving program• Corporate support of UWCFA events/meetings (sponsorship), corporate campaign gift, matching of employees' gifts | <ul style="list-style-type: none">• Five categories:<ul style="list-style-type: none">○ Large Company<ul style="list-style-type: none">• 1000+ employees○ Mid-size Company<ul style="list-style-type: none">• 101-999 employees○ Small Company<ul style="list-style-type: none">• Up to 100 employees○ Public/Government Agency○ Non-profit Organization |
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Campaign Achievement Awards
<i>GOLD LEVEL</i>
Criteria
<ul style="list-style-type: none"> • Strictly determined by participation and per capita levels • Gold 75%+ participation and \$250+ per capita
<i>SILVER LEVEL</i>
Criteria
<ul style="list-style-type: none"> • Strictly determined by participation and per capita levels • Silver 50%+ participation and \$175+ per capita
<i>BRONZE LEVEL</i>
Criteria
<ul style="list-style-type: none"> • Strictly determined by participation and per capita levels • Bronze 40%+ participation and/or \$100+ per capita
Industry Specific Campaign Achievement Awards
<i>Plaque with multiple plates to allow it to travel to different schools and/or businesses</i>
Criteria
<p>Inaugural Award -2009</p> <ul style="list-style-type: none"> • Brunswick County School roving award for highest revenue. <p>2010</p> <p>Inaugural Awards - 2010</p> <ul style="list-style-type: none"> • Public School District (will travel between districts) • School from each district (will travel between schools in that district) • Financial Institution (will travel between banks)

Outstanding Campaign Team Award	
Criteria	
<ul style="list-style-type: none"> • Team demonstrates extraordinary leadership, initiative and management of campaign (implements best practices) • High level of coordination/organization and creativity 	<ul style="list-style-type: none"> • Five categories: <ul style="list-style-type: none"> ○ Large Company <ul style="list-style-type: none"> • 1000+ employees ○ Mid-size Company <ul style="list-style-type: none"> • 101-999 employees ○ Small Company <ul style="list-style-type: none"> • Up to 100 employees ○ Public/Government Agency ○ Non-profit Organization
Legacy Award	
Criteria	
All campaigns with positive growth in <u>four of the past five years</u> with average gift of \$100 or more.	
Top Ten Campaigns	
Criteria	
Campaigns ranked by revenue	
New Campaign Recognition	
Criteria	
All campaigns new to United Way including those that have lapsed more than two years, i.e. ran in 2006 but not in 2007 or 2008, and returned in 2009.	



Campaign Award and Recognition Program

Cornerstone Award
Criteria
Companies that give \$100,000+ per year in support of United Way including employee gifts, corporate gifts/matches, sponsorships and in-kind donations.
President's Choice Award
Criteria
Selected at the discretion of the president
Leadership Award
Criteria
<ul style="list-style-type: none">• Campaign with high level participation at the leadership giving level (\$1000)• Active and successful leadership giving program
CEO Leadership Award
Criteria
<ul style="list-style-type: none">• CEO is visible and vocal in his/her involvement and support of UWCFA• Assigns coordinator and team to organize workplace campaign and provides access to leadership for support• Provides budget of time and financial support for (activities/events, prizes and incentives) workplace campaign• Selected by the UWCFA board of directors
Campaign Chairman's Volunteer Award Campaign Cabinet
Criteria
<ul style="list-style-type: none">• Campaign chairman selects at his/her discretion one volunteer to recognize for service through their role with the campaign cabinet.