

Thank you for your interest in the Celebration of Excellence Awards.

SAVE THE DATE:

Celebration of Excellence Awards Luncheon

Date: April 19, 2010

Location: Greater Columbus Convention Center

Tips for Completing Your Application:

- *The application must be completed in one session.* Therefore, it is recommended that you log in and print the application for review prior to completing.
- The survey contains a total of 30 questions. Applicants must complete all questions. It takes approximately 30 minutes to fill out all the information.
- Questions #12, #20, #23, #27, #29, and #30 are free-form, narrative questions. The answers to these questions are reviewed by a volunteer panel of judges and can heavily influence a company's final score. Therefore, please provide thorough and detailed responses.
- Please avoid using your company name when completing the narratives. In order to be fair to all applicants, the judging is done "blindly", meaning that our volunteer judges do not know whose application they are judging.
- Each applicant company is eligible to receive only one award. However, companies may be finalists in multiple categories.
- Please send at least one photo of your company's campaign activities for use in the Celebration of Excellence presentation. Photos should be emailed to yen.hannah@uwcentralohio.org.
- The deadline for applications is Friday, January 29, 2010. Be sure to allow enough time before the deadline to complete the application and provide supportive materials.

Supportive materials

Supportive materials are encouraged and considered in the judging process. Supportive materials may include such items as letters from leadership, event flyers or invitations, campaign premiums or gifts, organizational printed materials, photographs, videos, DVD's, newsletters, posters.

Submit any supportive materials to:

United Way of Central Ohio
Attention: Yen Hannah
360 South Third Street
Columbus, Ohio 43215

- or -

yen.hannah@uwcentralohio.org

NOTE: Application and supportive materials must be postmarked by deadline of January 29.

For more information, contact your United Way of Central Ohio Relationship Manager or our Celebration of Excellence Managers:

Yen Hannah
yen.hannah@uwcentralohio.org
614-227-2740

- or -

Barbara Alexander
barbara.alexander@uwcentralohio.org
614-227-2705

1. Please list your organization's name and address.

2. Please identify your Employee Campaign Coordinator and list his/her address, phone, fax and email address.

3. Please list contact information for the person responsible for this application. Include address, phone, fax and email address.

4. Please answer the following questions regarding your 2009 United Way Campaign. (Note: Please enter numeric characters only.)

Total number of employees

Total number of donors

Total employee dollars raised

Total corporate contribution

Total special events/fundraising dollars raised

5. How long is your United Way campaign?

Less than 2 weeks

2-4 weeks

More than 4 weeks

6. Which of the following individuals are involved in your organization's campaign planning (check all that apply)?

Employee Campaign Coordinator

Senior Manager who serves as Campaign Chair

Campaign Committee

Other (please specify)

7. Do you have a succession plan for the leadership and/or implementation of your United Way campaign?

Yes

No

If yes, please explain

8. What type of employee giving goal do you set? (Check all that apply)

- Goal based on total dollars raised
- Goal based on total employee participation
- We do not set a goal

If you do not set a goal, please explain why

9. How do you use incentives and raffles in your campaign (check all that apply)?

- Early return of pledge cards
- Suggested giving amounts
- First time donors
- Increased annual gifts
- Using payroll deduction
- Attending kick off or United Way educational meetings
- Fundraisers
- We do not use incentives or raffles
- Other (please describe)

10. How do you thank your employees that donate to the campaign (check all that apply)?

- Thank you event (ice cream social, pizza party, etc.)
- Personal thank you from Senior Management (i.e. email, letter, phone call, etc.)
- Certificates of appreciation
- Tokens of appreciation (candy jars, picture frames, pins, etc.)
- We do not have a Wrap Up or Thank You event
- Other (please describe)

11. Do you or members of your Campaign Committee attend United Way of Central Ohio developmental sessions and/or trainings (check all that apply)?

- Attended Employee Campaign Coordinator training in 2009
- Conduct internal trainings with United Way staff
- Rely solely on Employee Campaign Coordinator Manual

12. Please provide a DETAILED description of your campaign activities (theme, meetings, events, communications, other).

13. How do you publicize your campaign (check all that apply)?

- Post messages via email or intranet
- Company newsletter
- Calendar of events
- Voicemails to employees
- Posters/table tents
- Utilize United Way marketing materials
- We do not publicize our campaign
- Other (please describe)

14. How does your senior management (CEO or highest ranking manager) endorse the campaign (check all that apply)?

- Letter
- Email
- Voicemail
- Video
- Speaks at kick off event
- Actively involved in campaign planning
- Our senior management does not actively endorse the campaign
- Other (please describe)

15. Do you conduct a separate meeting of your Top Executive's direct reports to discuss the work of United Way and address any questions?

- Yes
- No

16. What do you include in your campaign kick off event (check all that apply)?

- Speaker from your organization's Senior Management
- United Way of Central Ohio speakers
- United Way member agency or initiative speaker
- United Way of Central Ohio video
- Utilize Donor Brochure
- Personalized video for your organization
- Announce goal
- Incentives or raffles
- Collect pledge cards
- We do not have a kick off event
- Other (please specify)

17. Do you have additional United Way educational meetings during your campaign? (check all that apply)

- Conducted special department meetings to focus on United Way
- Added United Way presentations to existing meetings
- Hosted a United Way "Lunch and Learn" session
- We do not hold United Way educational meetings
- Other (please describe)

18. What United Way of Central Ohio campaign materials do you utilize (check all that apply)?

- Pledge cards
- Campaign Video/DVD
- Employee Campaign Coordinator Electronic Toolbox
- Donor Brochure
- United Way Web site
- Employee Campaign Coordinator Manual
- Service Directory
- Posters
- Table tents
- We create our own materials
- We do not use United Way of Central Ohio campaign materials
- Other (please describe)

19. What year round United Way education do you provide to your organization (check all that apply)?

- Newsletter articles
- Raffles for United Way donors
- Emails
- "Lunch and Learn" sessions
- Intranet stories
- Agency tours
- In-Kind Giving (i.e. food, supplies, hats, gloves, diapers, etc.)
- Non-campaign time educational sessions
- We do not provide year round education

20. Please describe IN DETAIL your year round educational efforts.

21. Do you have a Leadership Ambassador responsible for identification and solicitation of Leadership Giving or gifts of \$1,000 or more?

Yes

No

22. Which of the following Leadership Affinity groups do you promote?
(Check all that apply)

Leader's Circle

Key Club (\$1,000 or more for African Americans)

Young Leadership Giving (\$2,500 or more for young leaders 45 years or younger)

Cinquefoil Fellowship (\$5,000 or more)

Alexis de Tocqueville (\$10,000 or more)

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We do not promote any of these levels.

We use our own suggested giving amount.

If you use your own suggested giving guide, please describe.

23. Please describe IN DETAIL your efforts and activities surrounding Leadership Giving affinity groups.

24. Please identify the United Way committees your employees sit on.
(Check all that apply)

- Board of trustees
- Campaign cabinet
- Impact Councils / Results Committee
- Resource Development Committee
- Finance Committee
- United Way Member Agency Board
- Marketing Committee
- Other (please specify)

25. How many of your employees participated in United Way's Community Care Day in 2009? (Note: Please enter numeric characters only.)

Employees
Participating

26. How many volunteer opportunities, outside of Community Care Day, did your employees participate in?

- 1 - 3
- 4 - 6
- 7 - 10
- 11 or more

27. Please describe IN DETAIL any volunteer programs or opportunities you have for your employees. (Including programs related to UWCO's Impact Areas: Education, Income, Health, and Home.)

28. Which of the UWCO Impact Areas best fit with your company's ideals, mission, and/or philanthropic interests? (Check all that apply)

- Education - Kindergarten Readiness
- Education - High School Graduation
- Income - Financial Stability
- Income - Emergency Assistance
- Health - Barriers to Care
- Health - Nutrition and Fitness
- Health - Disaster and Emergency Preparedness
- Home - Safe Neighborhoods
- Home - Safe and Decent Housing

29. Please describe IN DETAIL how United Way's work around Education, Income, Health, and Home link to your corporate ideals, mission, and/or philanthropic interests.

30. Please describe IN DETAIL United Way's role in your corporate culture.

Supplemental Information

Please send any supplemental information or supporting documents that you would like the judges to consider with your application to Yen Hannah at 360 South Third Street, Columbus, OH 43215 or yen.hannah@uwcentralohio.org.

Thank you for your time and effort!