

## 2010 United Way Frank S. Holt Jr. and Dave Knotts Campaign Award Application Information



The awards program provides recognition for exceptional commitment and support to communities through local United Way involvement. The competitive awards are presented to honor corporate organizations that demonstrate excellence in their United Way campaigns.

Frank S. Holt Jr. Campaign Award is given to companies within the business and industry sector.

Dave Knotts Campaign Award is given to companies within the nonprofit and public service sector.

### Eligibility:

In order to apply, your company must have completed a workplace campaign between

### Judging and Notification Process

Applicants earn points based on the 7 standards of Excellence (overall per capita increase, corporate giving, participation level, campaign rallies/group meetings/special events, leadership giving, incentive program, and extra efforts). While nominees are not required to incorporate all standards to be eligible for submission, up to 5 points are awarded for each of the 7 standards to provide a total application score. The standards marked with an asterisk (\*) are weighted and are awarded a maximum of 10 points. A standard with no corresponding information is given a score of "0". Therefore, it is beneficial to provide full and complete information on as many of the standards as possible.

*Judges consist of the 2010 Campaign Chair, the 2010 Board Chair, United Way Board of Director Member(s) at Large, Community Council President, United Way President, United Way Director of Resource Development, and United Way Resource Development Associate. Each judge knows the importance of United Way's partners in giving and the powerful and lasting impact that is made through their contributions to their communities. Award winners will NOT be notified until the Annual Meeting.*

Response to each Standard is scored using the following point system:

5 = Outstanding	<i>Truly excellent, exceptional campaign, high rates of participation, raising the bar for others</i>
4 = Very Strong	<i>Strong commitment, participation, involvement, demonstrates a first-rate campaign model</i>
3 = Good	<i>Successful campaign approach indicative of good commitment, support, and participation</i>
2 = Average	<i>Standard or typical support, involvement and participation</i>
1 = weak	<i>Not noteworthy - demonstrated room for progress</i>
0 =	<i>Non-participation in a Standard</i>



United Way  
of Alamance County

# APPLICATION QUESTIONS

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## **Applicant Organization Overview Narrative**

(Mission statement and reasons campaign was successful)

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## **Overall Per Capita Increase\***

(Total employee gifts divided by total number of employees)

2009:

2010:

## **Corporate Giving\***

2009:

2010:

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## **Participation Level\***

(Campaign Coordinator(s), employees, and CEO/Senior Management)

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## **Campaign Rallies/Group Meetings/ Special Events**

(Agency tours, speakers, fairs, Make A Difference Day, Habitat, Volunteer Projects, Sponsorships, Etc.)

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## **Leadership Giving\***

(# of givers, \$ raised, % change over prior years, etc.)

2009:

2010:

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## **Incentive Program**

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## **Extra Efforts**

(Audio visual, presentations, in-house publications, etc.)