



Community Champions Campaign Awards Criteria

1. ECC of the Year

This award recognizes the key leadership in companies and organizations that consistently determine the success of the campaign, and is given to an employee campaign coordinator or team, who has shown exemplary commitment to United Way of Pitt County and our community. It is given to four companies based on employee size: less than 100 employees; 100-499 employees, 500-999 employees; more than 1000 employees. At least 5 of the following criteria must be met to be eligible for the award:

- Organize and attend United Way presentations/employee meetings
- Acquired incentives for participation in the campaign
- Promoted leadership giving programs
- Increased employee percent participation from prior year
- Increased total dollars raised from prior year
- Used innovative ideas and strategies when running campaign

2. Small Business of the Year

Each year a Small Business is awarded the Small Business of the Year for their creativity, entrepreneurship, employee education and involvement in their United Way campaign.

3. New Campaign of the Year

Each year a new company that ran an outstanding campaign for the first time is honored. The winner is selected based on organizational support, level of employee participation, campaign results, internal communications, special events, showing the campaign video, running a leadership campaign, hosting an agency speaker and volunteer participation.

4. Circle of Honor

The Circle of Honor recognizes companies and organizations at the level of Platinum, Gold, Silver, and Bronze. At each level there are three criteria, of which two must be met to receive the award.

	% of Participation	Employee Per Capita	% of Employee Campaign Increase
Platinum Award	80% or higher	\$250 or higher	25% or higher
Gold Award	60-79%	\$150-\$249	20-24%
Silver Award	40-59%	\$100-\$149	15-19%
Bronze Award	35-39%	\$50-\$99	10-14%

5. Summit Award

(All Circle of Honor Organizations qualify for the Summit Awards)

This is the highest honor presented to organizations that best exemplify the vision of United Way through their spirit, involvement, and leadership during the campaign. This award will be given to four companies based on employee size: less than 100 employees; 100-499 employees; 500-999 employees; more than 1000 employees. There are two sets of criteria pertaining to this award.

A minimum of two of the following criteria must be met for organizations to be considered for this award:

- Gave a corporate gift or match on employee contributions
- Increased total dollars raised from previous campaign by 5%
- Increased percent of employee participation from previous campaign by 5%
- Increased number of leadership givers from previous campaign by 5%

In addition, a minimum of four criteria must be met from the following:

- Participated in Day of Caring
- Received visible support from CEO/President/Manager
- Organized employee campaign meetings which were informative and educational
- Promoted leadership giving events/meetings
- Promoted United Way through internal communications, emphasizing the Community Care Fund
- Hosted special events or fundraising activities to enhance employee campaign
- Ran as a Pacesetter
- Implemented a New Hires Program