



Live United Award Criteria

Live United Award:

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 to 250 employees, 250-500 employees, and more than 500 employees.

Criteria:

- Organize and attend United Way presentations/employee meetings
- Maintain a 40% employee participation rate
- Increase employee participation rate from prior year
- Maintain an average gift of \$100 from employees
- Increase total dollars raised from prior year