

Top 25 Engaged Workplaces & Heart of Our Community Award Criteria



Questions for Nomination Form	Point Value
Does your business run a workplace campaign? Or, are you in the process of starting a United Way Cass-Clay workplace campaign?	5
Did you create a campaign strategy to maximize the number of people engaged in your workplace campaign?	3
Did you set campaign goals?	3
BONUS POINTS: Did you meet your campaign goals?	5
Did your CEO/Management meet with United Way prior to running your United Way campaign?	5
Did you have a theme for your campaign?	3
Do you run fundraising special events and activities as part of your campaign?	3
Did you have year over year participation and/or investment growth in your campaign?	4
Does your company make a corporate gift?	3
Did your company host a Campaign Kick Off Meeting (or multiple meetings) during your campaign?	5
At your Kick Off Meeting, did you watch the United Way Campaign Video?	3
At your Kick Off Meeting, did you invite a United Way representative to speak at your Meeting?	3
Does your CEO/Management share the importance of supporting United Way with your team during your campaign kick off meeting?	3
Did you provide information about United Way to new employees or retiring employees?	3
Did you send communication to your team about United Way with a link to the campaign video and information on how to pledge?	3
Did you personally connect with employees who previously supported United Way to invite them to make an investment again this year?	4
Did an Employee Campaign Coordinator (or an Employee Campaign Committee Member) attend Campaign Training in August 2025?	5
Did you host a thank you event or send out thank you communication to employees who invested in United Way?	3
BONUS POINTS: Did you complete your campaign and turn in your completed campaign envelope to United Way by Thanksgiving?	5
Does your company offer paid volunteer hours or match dollars for your team to give back to the community?	2
Does your company promote United Way of Cass-Clay events and volunteer opportunities to team members through email, e-newsletter, intranet, etc.?	3
Did anyone on your team serve on the following committees?: (3 points per committee) <input type="checkbox"/> Board of Trustees <input type="checkbox"/> Women United Leadership Team <input type="checkbox"/> Community Impact Committee (CIC) <input type="checkbox"/> Campaign Cabinet <input type="checkbox"/> Development Committee <input type="checkbox"/> Finance Committee <input type="checkbox"/> Lead UNITED <input type="checkbox"/> School Supply Drive <input type="checkbox"/> Compass Council <input type="checkbox"/> Community Investment Review Panel (CIRP) <input type="checkbox"/> Campaign Advisors	24
Did anyone on your team attend one of these volunteer experiences?: (2 points per experience) <input type="checkbox"/> Day of Action <input type="checkbox"/> Literacy Kit Activity <input type="checkbox"/> Tie Blanket Activity <input type="checkbox"/> Poverty Simulation (volunteer or participant) <input type="checkbox"/> School Supply Drive	10
Does someone on your team currently participate in 35 Under 35 Women's Leadership Program or had they applied for the program in the current year?	3
Did anyone on your team attend the following events?: (2 points per event) <input type="checkbox"/> Community Celebration & Annual Meeting <input type="checkbox"/> Any Lead UNITED event <input type="checkbox"/> UNITED Fore Kids Golf Scramble <input type="checkbox"/> Purchase a lunch at Hornbacher's Gobble it Up <input type="checkbox"/> United for Impact Women's Luncheon	10
Did your company set up an online Wishlist or collect schools supplies and donations for the School Supply Drive?	3
BONUS POINTS: Include photos of your team giving back with United Way! (Volunteering, campaign photos, etc.)	5
Is your organization a sponsor at any listed levels?: (3 points per sponsorship) <input type="checkbox"/> UNITED Fore Kids Golf Scramble <input type="checkbox"/> United for Impact Women's Luncheon <input type="checkbox"/> Community Celebration & Annual Meeting <input type="checkbox"/> Premier Partner (Gold, Silver, Platinum) — <input type="checkbox"/> 35 Under 35 Women's Leadership Program <input type="checkbox"/> School Supply Drive <input type="checkbox"/> Lead UNITED <input type="checkbox"/> Giving Hearts Day 2025	27
BONUS POINTS: Did you host an event that involved the greater community which allowed support and engagement in the work of United Way?	5
Did your team order LIVE UNITED t-shirts for your employees?	3
Does your company lift up your teams' involvement with United Way on social media channels?	2
Does your company follow United Way on most social media accounts?	3
If you make the list of this year's Top 25 Engaged Workplaces, would you post about your recognition on social media channels?	2
TOTAL POINTS POSSIBLE	173
Please contact Christie Lewandoski with questions clewandoski@unitedwaycassclay.org 701-532-4605	