

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
Do you have a United Way Committee to support your campaign and engagement efforts?	2
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
BONUS POINTS: Did you have a theme for your campaign?	2
Do you run fundraising special events and activities as part of your campaign?	4
Did you have year over year participation and/or investment growth in your campaign?	4
BONUS POINTS: Did you have 60% or more employees give during your campaign via employee giving (payroll, cash, check, online)?	3
Does your company make a corporate gift?	2
Are you a non-profit, United Way Verified Impact Partner, or an employer with 30 or less employees?	1
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 July 2026?	5
Did an Employee Campaign Coordinator (or an Employee Campaign Committee Member) attend Campaign Volunteer Social in August 2026?	2
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) Check out our website to see a list of our volunteers serving on a Committee: https://unitedwaycassclay.org/get-involved/ourvolunteers/ ☐ Board of Trustees ☐ Women United Leadership Team ☐ Community Impact Committee (CIC) ☐ Campaign Cabinet ☐ Development Committee ☐ Finance Committee ☐ School Supply Drive ☐ Community Investment Review Panel (CIRP)	24
Did anyone on your team attend one of these volunteer experiences? (3 points per experience) ☐ Day of Action ☐ Poverty Simulation (volunteer or participant) ☐ School Supply Drive	9
Did someone on your team participate in the 2026 35 Under 35 Women's Leadership Program?	1
Did anyone on your team attend the following events? (2 points per event) ☐ Community Celebration & Annual Meeting ☐ Any Lead UNITED event ☐ UNITED Fore Kids Golf Scramble ☐ Hornbacher's Gobble it Up Lunch Event ☐ United for Impact Women's Luncheon	10
Did your company set up an online Wishlist or collect school supplies and donations for the School Supply Drive?	3
Is your organization a sponsor at any listed levels?: (1 point per sponsorship) ☐ UNITED Fore Kids Golf Scramble ☐ United for Impact Women's Luncheon ☐ Community Celebration & Annual Meeting ☐ Premier Partner (Gold, Silver, Platinum) ☐ 35 Under 35 Women's Leadership Program ☐ School Supply Drive ☐ Lead UNITED ☐ Giving Hearts Day 2026	8
Did you host an event that involved the greater community which allowed support and engagement in the work of United Way?	2
Did your team order United Way T-shirts for your employees?	1
Does your company lift up your team's involvement with United Way on social media channels?	3
Does your company follow United Way on at least one of our social media accounts?	3
BONUS POINTS: Include photos of your team giving back with United Way! (Volunteering, campaign photos, etc.)	5
TOTAL POINTS POSSIBLE	161
Please contact Madison Maides with questions mmaides@unitedwaycassclay.org 701-532-4612	