

# Example of a winning nomination

This is an example of a winning nomination from a previous year. Use it as a guide for what judges are looking for in a well-written proposal.

*Please note that the questions have changed for this year. Be sure you are answering this year's questions.*

---

**Please list and briefly describe events the organization held throughout the campaign (kick-off, leadership events, thank-you celebration, agency tours, etc.)**

- *Our company* was committed to running a successful campaign in 2020, even with the challenges of team members working remotely and the limitations for gathering in person. We were proud to surpass our giving goal and maintain high participation through our innovative campaign efforts.
- Our theme was *Be a Superhero in the Community!* and we aligned all campaign activities with a superhero theme.
- The virtual campaign kickoff held at our All-Employee Meeting gave staff an overview of *our company's* campaign goals, incentives, timelines, and theme. Each leadership team member took on a superhero persona and were introduced to our employees through a video. Then, our leadership team took part in a competition to show off their superhero skills of strength, speed, and knowledge.
- Later, we organized eight virtual United Way partner spotlights so our team members could learn more about the nonprofits and programs United Way funds. Each partner spotlight lasted 30 minutes and featured an overview and Q&A with leadership from a different United Way funded nonprofit or program. More than 100 employees participated in the partner spotlights.
- We provided campaign kits to our *company locations* so they could hold mini rallies at each central Iowa location. Campaign kits gave us the opportunity to provide an overview of the campaign and get the branch staff involved and updated on activities planned for the two-week campaign. Eight of the 11 central Iowa branches reached 100% participation, and the other three branches reached at least 65%.
- We held our fifth leadership event, inviting any employee who gave more than \$250 in a previous campaign. Held virtually, we introduced the campaign theme with our leadership superhero video, educated employees about leadership giving, and heard testimonials from current employees who are leadership donors. We also distributed virtual swag bags after the event, with coupons from local business and printable campaign items. This event helped drive 11 new leadership donors in 2020.
- We kept employees engaged throughout the campaign with Superhero BINGO, where employees could share all the ways there are superheroes in central Iowa, and through Superhero Spotlights, where employees could share how they make a difference in central Iowa.

**How does the organization encourage broad participation in the United Way campaign (employees, new employees, retirees, etc.)?**

- We matched fifty percent of employee contributions for the fourth year in a row. As employees give more, *our company* gives more.
- We had a campaign committee comprised of employees who work in a variety of departments across the *company*, with an executive sponsor and co-chairs chosen by our talent development team.
- By creating a comprehensive communications plan, more employees learned about the campaign goals and incentives, and everyone received daily updates on our progress. Our breadth of communications ensured everyone knew about the campaign and generated excitement to participate.
- We were strategic about how we wanted to grow our campaign and aligned incentives to encourage employees at all levels to increase their pledges. We stepped-up incentive prizes, offering more gift cards and experiences with our leadership. We incentivized becoming a new donor, and 40 employees became first-time donors. We incentivized for increasing contributions by 10%, and 167 employees participated. We also incentivized leadership giving; 11 team members became new leadership donors, with 91 total team members being leadership donors.

**Describe how the organization's participation in last year's United Way campaign has had an impact on central Iowa in the areas of Health, Education, and/or Financial Stability.**

- We exceeded our employee giving goal by \$8,000, while increasing our participation to 93%.
- 91 of *our company's* team members are Leadership Donors, and many are members of Women United and ELI, United Way's affinity groups supporting Education.
- Twenty-two employees volunteered in person at *nonprofit* and *nonprofit* on Day of Action, giving back to organizations in United Way's Education, Income and Health categories. We also encouraged employees to donate hygiene items for United Way's Day of Action Hygiene Drive for Des Moines Public Schools, benefiting the Essential Needs category. Employees donated more than 1,700 hygiene products.
- Four employees served on the 2020 campaign cabinet: Our CEO and President served on the campaign cabinet and is also a United Way board member. Staff member name chaired the Tocqueville Society campaign and also served on the Campaign Cabinet. Staff member name & title served on the Campaign Cabinet as the LINC representative and *staff member name & title* served on the campaign cabinet and assisted with loaned executive recruitment. Their involvement contributed significantly to the amount raised in United Way's 2020 campaign, which helps support programs in Education, Income and Health.

**In addition to the United Way campaign, describe any other ways the organization supported United Way of Central Iowa last year (grants, in-kind donations, sponsorships, loaned executives, volunteerism, etc.)**

- Our central Iowa contribution from the bank and employees was over \$535,000 in 2020, and employee participation was 93%. *Our company* regularly ranks #1 in per capita giving and overall participation rate among the Chair's Group Companies.

- *Our company* sponsored the United Way of Central Iowa's 21-Day Equity Challenge. *Staff member name and title* was on the Steering Committee. Over 100 Our company team members participated.
- Including the campaign cabinet members mentioned above, *staff member name and title* serves on the Volunteer Engagement Cabinet, *staff member name and title* and serves on the Income Cabinet.
- We sponsored two loaned executives in 2020. They helped numerous companies plan and facilitate their campaigns and collected and tracked employee donations. They shared United Way's objectives for Education, Income and Health at rallies for many of these businesses, which inspired others to donate in their company's campaign.
- Our company's employees volunteered more than 8,000 hours in 2020. A significant portion of this is spent volunteering with United Way-funded organizations.
- 78 company team members serve on local boards and committees, many of which are United Way-funded organizations.
- Our company has supported United Way since its inception. Our founder helped chair the organization's first campaign in 1917. Throughout our 100+ year history, our company has continued to support United Way through donations, sponsorships, and volunteers. We encourage employees to serve as board and campaign cabinet members and have had at least one loaned executive every year since 2013.