

# GOAL SETTING AND AWARDS

Knowing your goals before your campaign kicks off can be instrumental in strengthening overall results. Talk to your leadership and your relationship manager to help set your goals for this year's campaign!

Use this list of campaign awards and eligibility criteria to guide your path to success:

## Community Builder Award:

1. An increase in employee giving from previous year
2. At least \$175.00 average employee gift
3. 50% + participation by employees in campaign
4. Employee volunteer involvement (one or more of the following):
  - With United Way (i.e. community investment, campaign, board)
  - Day of Caring
  - Company group volunteer projects in community (does not include individual volunteering at an agency on own time)
5. 3+ employees give at LLC level (\$500 or more)

## Gold Award

1. Meets 4 of 5 Community Builder Award criteria

## Silver Award

1. Meets 3 of 5 Community Builder Award criteria

## Out-of-the-Box Award

1. Awarded to one corporate partner
2. Creative theme
3. Original activities

## Joe Martella Above and Beyond Award

1. Awarded to one Employee Campaign Coordinator
2. ECC goes "above and beyond" to add excitement to the campaign, help others realize the importance of United Way, and encourages volunteering

## Leadership Giving

A Leadership donor is an individual or household who gives \$500 or more to the annual community campaign. **Lighthouse Leadership Circle** members receive recognition on our website and in our annual report.



650 Grand St.  
Allegan, MI 49010  
269.673.6545  
[www.acuw.org](http://www.acuw.org)

