

Circle of Excellence

United Way wants to honor you.

The “Circle of Excellence” is the UWP campaign award that applauds the organizations that support the mission of United Way at an exemplary level. This award not only recognizes financial contributions, but also the quality of the campaign, employee participation, and non-financial contributions. The organizations that receive this honor are the star supporters of United Way of the Piedmont.

Be a part of something special.

In addition to being recognized at our annual meeting and receiving an award for your company to display, Circle of Excellence companies receive special year-round recognition. We will list this circle of companies that have put extra effort into supporting the community in our marketing and support materials, campaign press releases, our web site and other public listings. We will provide you with our logo in electronic format so that you can share this honor with your employees, vendors and customers through your newsletters, web site and other tools.

If honored, your company will stand among a select group of philanthropic supporters. It takes more than just one or two great companies to provide a better quality of life in the Piedmont; it takes a circle of strong, caring companies.

We hope you can be part of this honored group.



Be recognized as a company that cares about improving lives in our community.

Help us honor you.

Please take time to review the Circle of Excellence criteria and complete the application at the end of your workplace campaign. Your United Way staff representative can help you calculate the giving results. This award is designed to honor companies of all sizes. Therefore, the number of employees is not a direct measure of your commitment to our community. Any organization operating within the United Way of the Piedmont service area is eligible. To receive recognition at the United Way of the Piedmont Annual Meeting, **campaign results must be turned in by June 1.**

LIVE UNITED 

Circle of Excellence

GIVING

To be part of the Circle of Excellence, your company must meet the following criteria (please check where appropriate):
Company and employees financially support United Way by achieving the following;

Employee Giving

- Gifts directed to the Community Impact Fund, to United Way's Priority Areas, and gifts to other United Ways must total at least 70% of total employee giving
- Per capita gift is at least \$100
- At least 70% of total number of employees participate in the campaign

Corporate Giving (1 of the 2 options below must be met)

- The company has made a corporate contribution to United Way of the Piedmont
- The company gave financial support to encourage participation in its United Way campaign.

BEST PRACTICES

Must answer "yes" to at least seven of the following items regarding the current year's campaign:

- Reviewed previous campaign results to look for opportunities for growth
- CEO supported and was visibly involved in campaign
- CEO gave leadership level gift (\$1,000+)
- Campaign team was developed to plan and execute campaign
- Conducted a separate leadership giving campaign
- Set challenging campaign goal (dollars or participation)
- Publicized campaign and United Way's key messages
- Solicited 100% of employees
- Employees were given the opportunity to tour United Way partner agencies
- Had one solicitor for every 20 employees and/or held group meetings for employees
- Followed up with employees who did not respond
- Thanked employees for their gift and participation
- Provided year-round communication to employees about United Way
- Employees volunteer for United Way or a United Way partner agency

NON-FINANCIAL CONTRIBUTIONS

Must answer "yes" to at least three of the following items about the current campaign:

- Company participates in Quarterly Volunteer Projects and/or Week of Caring projects
- Provided United Way with donors' names and addresses or e-mails so United Way can personally thank employees
- Conducted a "new hire" program offering new employees the opportunity to give
- Promoted your United Way involvement to customers, suppliers and other audiences (via newsletters, website, etc.)
- Connected with United Way of the Piedmont via Social Media ("like" or "follow" our pages, tagged us in posts, etc.)

Yes! We qualify for the Circle of Excellence!

Congratulations! Is this your first time qualifying for this award? Yes, first time No, we have before

Company: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____

Company website: _____

Please fax or mail to Attn: RD Department
864-582-9826 (fax)

or

United Way of the Piedmont, PO Box 5624, Spartanburg, SC 29304