



# 2018 Spirit of North Carolina Campaigning for Excellence Awards

## APPLICATION INSTRUCTIONS School/School System



**Submission Deadline:**  
**Noon – THURSDAY, JANUARY 17, 2019**

### GENERAL INFORMATION

The Spirit of North Carolina Awards for Campaign Excellence are sponsored annually by the United Way of North Carolina. Organizations work with their local United Way to enter applications. The awards program gives statewide recognition to organizations that demonstrate their commitment to community impact by developing philanthropic culture and volunteerism; serve as an example of exceptional leadership and partnership with communities by creating long-term solutions for positive change; and, increase opportunities for giving through work-place campaigns, special events, etc. Winners of the Spirit of North Carolina Award are recognized during United Way of North Carolina's Annual Meeting held in February of each year.

#### Eligibility

All organizations that run United Way campaigns in North Carolina are eligible and are encouraged to enter the Spirit of North Carolina Campaign for Excellence Awards competition. (SECC & CFC campaigns are not eligible).

#### Award Recognition

Recipients of Spirit of North Carolina Awards will be recognized and honored at the United Way of North Carolina Annual Meeting Lunch at **noon on Wednesday, February 13, 2019 at the Carolina Hotel, Pinehurst, NC.** ***Winning organizations must be present to receive their award.*** By submitting an application, each organization agrees to have its application details shared with other United Ways and their business/school partners as a resource and best practice reference for future campaigns. Organizations can opt out of information sharing by contacting Anita Barker at [abarker@unitedwaync.org](mailto:abarker@unitedwaync.org) or their local United Way.

In addition, **several award recipients identified by the Judging Committee will be asked to participate in the Spirit of North Carolina Best Practice Showcase beginning at 9:30am on Wednesday, February 13, 2019.** This event provides an opportunity for up to 6 award-winning companies to highlight their strategies and best practices which led to greater engagement, increased philanthropic culture, and larger monetary success. **Award-winning companies selected to present a best practice will be notified following the competition judging.**

## Standards of Excellence

Criteria for judging continues to evolve toward a greater community-impact-focus as organizations are recognized for their community engagement outside the United Way relationship, as well as how they work with their local United Way to raise community awareness of needs, problem solve to achieve solutions that build healthy communities, and foster a spirit of giving. Campaign leadership, strategies, and coordination are evaluated along with the celebration of special events that increase motivation and participation. The Five Standards of Excellence serve as a guide for application completion and judging.

## Campaign/Application Time Frame

This application is intended to provide recognition for the United Way campaigns taking place for the 2018 campaign cycle. If the campaign is completed before the application deadline of January 17, 2019 submission must be made during this award cycle. The Spirit Committee is aware that not all campaigns will take place in the traditional fall timeframe and will not be finalized by the application due date. To be more responsive to company and organizational timelines, **these Spirit Awards will acknowledge campaigns that took place from January 23, 2018 through January 17, 2019. Campaigns completed after January 17, 2019 may be submitted for consideration in the 2019 awards cycle.**

## COMPETITION INFORMATION

- Applicants for individual schools are judged alongside schools that fall into the same school category with a similarly sized student body and number of employees. School systems are judged alongside other school systems with similarly sized student bodies and number of employees.
- Applicants earn points based on the **Five Standards of Excellence**. Point values are explained with each Standard description in the application. It is beneficial to provide full and complete information on as many of the Standards as possible.
- Please **do not** reformat any pages, add borders, make color changes, etc. to the application. It is important that every application look the same to ensure fairness. The application is judged on content rather than on the attractiveness of the paper.
- **Do not** add pictures in the text boxes under each Standard. **Instead, attach pictures to the application, labeling the corresponding standard.** You may also submit video links of no more than three minutes in length.

## SUBMIT AN APPLICATION

**Email the completed application with the words “Spirit Application” in the subject line to Anita Barker at [abarker@unitedwaync.org](mailto:abarker@unitedwaync.org).**

**A confirmation email will be sent once the application is received.**

**All applications must be received no later than noon on January 17, 2019**

Questions should be directed to:

Anita Barker, Director of Education & Member Engagement

United Way of North Carolina – 919-834-5200 OR your local United Way