



2018 Spirit of North Carolina Application			
Organization Name			
Street Address		City/St:	
United Way Name			
Application Contact	Name:	Email:	

School – Student Size <i>Check the appropriate box</i>	Type of School/School System <i>Check the appropriate box</i>	Employee Size <i>Check the appropriate box</i>
<input type="checkbox"/> UP to 300 Students <input type="checkbox"/> 301-500 Students <input type="checkbox"/> 501-700 Students <input type="checkbox"/> 701-1000 Students <input type="checkbox"/> 1001-1,500 Students <input type="checkbox"/> 1501-3000+ Students	<p><i>Individual School:</i></p> <input type="checkbox"/> Elementary School <input type="checkbox"/> Middle School <input type="checkbox"/> High School <p><i>School System:</i></p> <input type="checkbox"/> School System	<input type="checkbox"/> Up to 50 employees <input type="checkbox"/> 51-100 employees <input type="checkbox"/> 101-200 employees <input type="checkbox"/> 201-500 employees <input type="checkbox"/> 501-1000 employees <input type="checkbox"/> 1000+ employees

Standards of Excellence Checklist		
<input type="checkbox"/>	1.	Community engagement and volunteer culture – OUTSIDE OF UNITED WAY RELATIONSHIP <i>Up to 10 Points</i>
<input type="checkbox"/>	2.	Partnership WITH UNITED WAY to raise community awareness of needs & foster a spirit of giving
<input type="checkbox"/>	3.	<i>Up to 10 Points</i> Employee Participation Level
<input type="checkbox"/>	4.	<i>Up to 10 Points</i> Student/Parent Engagement
<input type="checkbox"/>	5.	<i>Up to 10 Points</i> Special Events <i>Up to 10 Points</i>

Signature of the nominating United Way CPO or his/her designee:

Printed Name

Signature

Organization Overview
Summary for use during Awards Ceremony

Briefly describe the philanthropic culture of your school.

Share one creative strategy, engagement opportunity, volunteer activity or special event that ignited campaign success

List NUMERICAL successes you wish to highlight.

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Standard 1 – Community engagement and volunteer culture – *OUTSIDE OF UNITED WAY RELATIONSHIP*. Include relationship/work with other community stakeholders and partners.

- Describe how the school/school system works in tandem with community stakeholders to problem solve and create solutions that build stronger communities/families.
- How does the school/school system benefit from being involved in serving the community/families?
- Are there specific ways the school/school system builds a volunteer culture?
- What % of employees are engaged in volunteer work in the community?

Up to 10 points

Standard 2 – Organization’s partnership *WITH UNITED WAY* to raise community awareness of needs and foster a spirit of giving.

- Document ways in which the school/school system worked with United Way to generate enthusiasm for community involvement and family support.
 - Unique awareness activities such as meetings, tours, speakers, and fairs.
 - Information sharing opportunities such as PTA meetings/teacher meetings, etc.

Up to 10 points

Standard 3 – Employee campaign coordination, recognition, and incentive

- Describe the work of the campaign coordinator and/or committee, *listing successful planning tools, specific activities, and strategies* that propelled the campaign to success
- Detail how the *employees were recognized* within the school for their investment of time and resources
- Share any *specific incentives used with employees* that proved to be effective in building motivation and resolve to give or volunteer

Up to 10 points

Standard 4 – Participation Level

Up to 10 Points

- How does the school/school system ensure that all employees have an opportunity to participate in the United Way campaign? **List specific steps** taken to reach and educate all employees.
 - Describe any **efforts for outreach with specific groups** such as new hires, substitute or part-time teachers, retirees,
- Up to 5 points**

5 Points Awarded for increase in % participation

% Participation = # of givers divided by # of employees

Change in % Participation - 2018 % participation minus 2017 % participation

Year	Total # of Givers	Total # of Employees	% Participation	Change in % Participation	5 pts awarded for increase in % participation
2018	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2017	<input type="text"/>	<input type="text"/>	<input type="text"/>		

Standard 5 – Special Events

Successful special events are often the catalysts that educate and energize campaigns. Provide information below on 1-2 special events used to motivate/excite/reach **students and parents or the community at-large**.

- How did the event attract or impact potential and ongoing donors/volunteers?
- Describe event/impact results (quantitative and qualitative, if possible)
- Share creative event details

Up to 10 Points