



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 style="color: red; margin: 0;"><i>Individual School:</i></p> <input type="checkbox"/> Elementary School <input type="checkbox"/> Middle School <input type="checkbox"/> High School  <p style="color: red; margin: 0;"><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 <span style="color: red;">Up to 10 Points</span>
<input type="checkbox"/>	2.	Partnership WITH UNITED WAY to raise community awareness of needs & foster a spirit of giving
<input type="checkbox"/>	3.	<span style="color: red;">Up to 10 Points</span> Employee Participation Level
<input type="checkbox"/>	4.	<span style="color: red;">Up to 10 Points</span> Student/Parent Engagement
<input type="checkbox"/>	5.	<span style="color: red;">Up to 10 Points</span> Special Events <span style="color: red;">Up to 10 Points</span>

**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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- 
  
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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**

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