



United Way of North Carolina

2019 Spirit of North Carolina Application			
Organization Name			
Street Address		City/St:	Zip
United Way Name			Metro Size:
Application Contact	Name:	Email:	

Category of School or School System	Employee Size
Individual School:	_____ Up to 50 Employees
_____ Elementary School	_____ 51-100 Employees
_____ Middle School	_____ 101-250 Employees
_____ High School	_____ 251-500 Employees
	_____ 501-750 Employees
	_____ 751-1000 Employees
	_____ 1001-1500 Employees
	_____ 1501-2000 Employees
School System: _____	_____ 2001+ Employees

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

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

Printed Name

Signature

Organization Overview

If selected as a Spirit Winner, comments will be made during the Awards Ceremony which highlight your School/School System's culture and creative strategies that led to increased community engagement, impact and resources.

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 – Up to 10 Points

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?

Standard 2 – Up to 10 Points

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.

Standard 3 – Up to 10 Points

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
- 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, etc.**

5 Points Awarded for any increase in % participation

% Participation = # of givers divided by # of employees

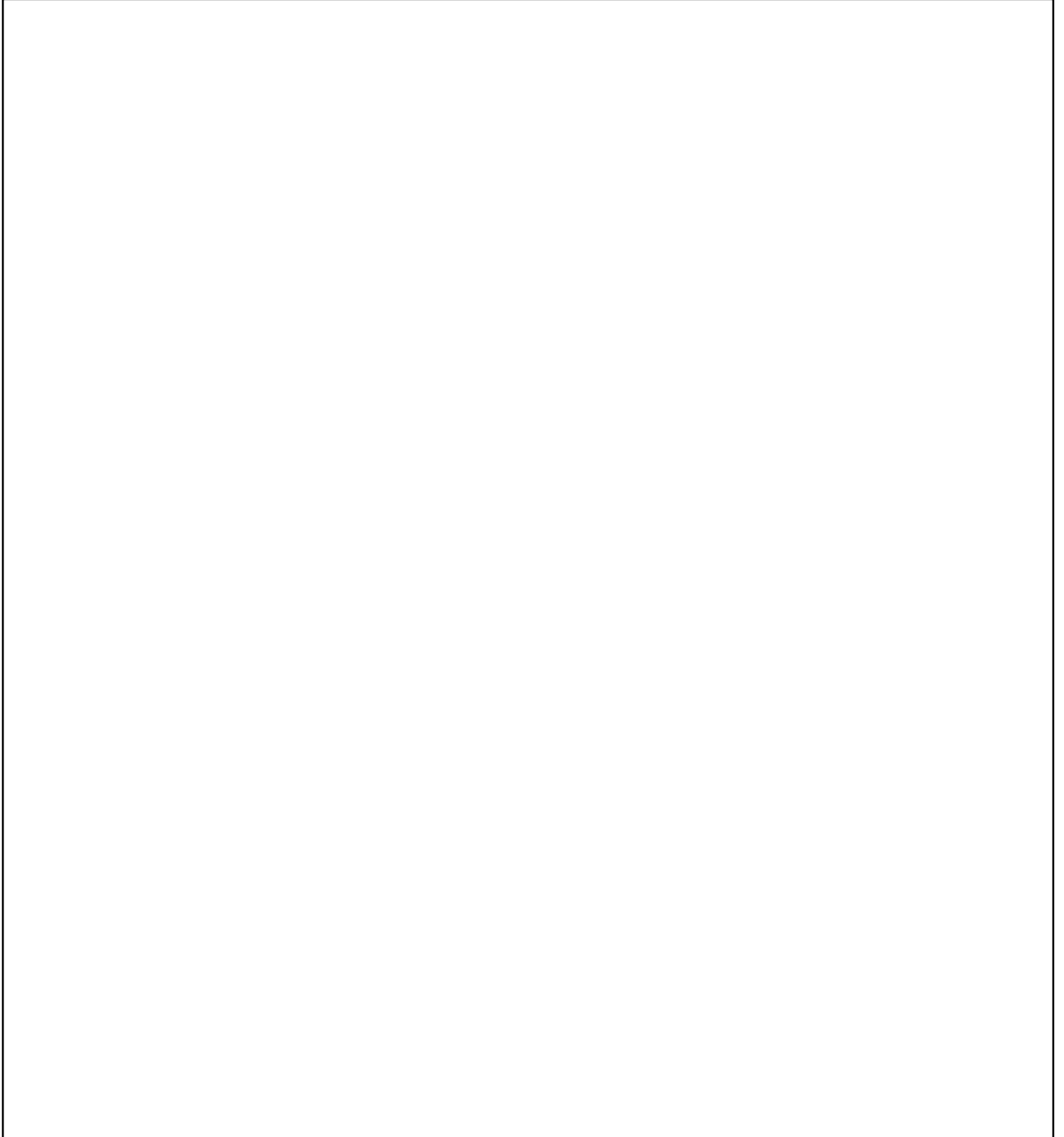
Change in % Participation - 2018 % participation minus 2017 % participation

Year	Total # of Givers	Total # of Employees	% Participation	Change in % Participation	5 pts awarded for any increase in % participation	2.5 points Awarded for stable or flat % participation year over year
2019						
2018						

Standard 4 – Up to 10 Points

Student and Parent Engagement

- Share successful strategies, activities, educational opportunities, innovative ideas that:
 - Educated students and parents about needs in their community and the work of United Way
 - Motivated students and parents to invest in their community through United Way
 - Created a desire to volunteer/take action to meet community needs.



Standard 5 – Up to 10 Points

Special Events

Successful special events are often the catalyst that educate and energize campaigns. Provide information below on 1-2 special events used to motivate/excite/reach **employees, 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