

UNITED WAY OF GREATER KINGSPORT

Campaign Award Form

Company _____	Campaign Year _____
Coordinator _____	Date Completed _____

United Way of Greater Kingsport wishes to recognize all companies for their employee campaigns. This format is designed to be easier to compute as well as giving metrics that can be used for companies to drive results to improve lives in our community. The new campaign awards are based three factors of **1) Average Gift, 2) % participation of Leadership Givers (leadership giving is defined as gifts of \$500 or more) , and (3) Participation Rate.** (A minimum of 10% participation rate is required to qualify for an award.) The awards program is designed to recognize companies in a public format for their excellence in philanthropic giving by recognizing three levels of achievement as outlined below.

Points	4	3	2	1
Participation Rate	50% +	40%	30%	10%
% of Leadership Givers	25% +	20%	15%	10%
Average Gift	\$300.00 +	\$225.00	\$150.00	\$75.00

Platinum Award	Gold Award	Silver Award	Bronze Award
10 - 12 points	8 - 9 points	6 - 7 points	4 - 5 points

Instructions: Must have a minimum of 10% participation rate to qualify for an award. Determine where your company lies on the chart. Example: If you have a 40% participation rate you will receive 3 points, a 15% Leadership Givers rate you'll receive 2 points and an average gift of \$75 you'll receive 1 point. Your total will add up to 6 points, therefore you would qualify for the Silver Award. Please circle your Award level.

