

The United Way Best Of Awards recognizes organizations in central and northeastern Connecticut and their campaign coordinators, volunteer committees and employees for outstanding participation in the United Way Community Campaign.

We invite you to submit nominations for the United Way Best Of Awards to showcase the work that you and your organization are doing on behalf of the community. This is an opportunity to broadcast the quality of your United Way campaign to other organizations and the public while gathering new ideas for your next campaign! Any organization that runs a United Way campaign this year may enter.



30 Laurel Street
Hartford CT 06106
unitedwayinc.org



Submission Guidelines

Please read carefully, complete the entry form and submit to the address listed below. Please include the following:

For each category you enter:

- Submit a description of each entry. The description should be in electronic format. Please submit on a CD or flash drive along with your entry form.
- Don't forget to submit supporting materials! They distinguish you from the competition. Send us your photos, videos, press clippings, campaign results, statistics, and printed materials.
- All media supporting materials (e.g. photos, video, audio) must be burned to a CD or submitted on a flash drive and submitted with your entry form.

Acceptable file formats:

- Photo:** .JPG files
- Video:** Please submit your video both as a playable DVD format and as one of the following:
 - Quicktime file (.MOV)
 - Windows Media file (.WMV)

Please also include at least two stills from your video.
- Audio:** .MP3 files or .WAV files
- Printed materials:** Please save to a PDF file when possible.

Entry Deadlines

Best Campaign Photo and Best Campaign Video category submissions are due November 1. All other category entries are due December 30.

Winners will be announced at a red carpet awards gala in February or March!

Questions? Email us at bestofawards@unitedwayinc.org, call (860) 493-6847, or ask your United Way representative.

Mail Completed Entries To:

United Way Community Campaign
Attn: Best Of Awards
30 Laurel Street, Hartford CT 06106

Categories

Best in Show

Best Overall United Way Campaign.

Requirements: Please provide a 100-word minimum description of your campaign, outcomes from the campaign, a description of why you are the best of the best, and at least two high-resolution photos taken during your campaign (with a 50-word description of each photo).

- Small Company (fewer than 250 employees)
- Medium Company (250-500 employees)
- Large Company (more than 500 employees)

Coordinator of the Year

Best leadership and energy throughout a successful United Way campaign. Go for the glory – nominate yourself or a co-worker who has run a fabulous campaign!

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Campaign Photo

Best photo from the campaign.

Requirements: Please provide a 50-word description of each photo you are entering. You may enter as many different photos as you wish. Please submit only high-resolution image files on a cd or flash drive. Acceptable file formats: .JPG

Best Campaign Video

Best video from the campaign that uses key messaging to explain the importance of United Way.

Requirements: Please include at least two still images from the video with your submission. Please include a 50-word description of each Best Campaign Video submission. Please submit your video both as a playable DVD format and as one of the following: Quicktime file (.MOV) or Windows Media file (.WMV).

Best Fast and Furious Campaign

Best United Way campaign that ran in one week or less.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Campaign Special Event

Best event that brings employees together and raises awareness of United Way (e.g. a fundraising event, volunteer event, etc.)

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Campaign Kickoff

Most effective kickoff strategy that engages employees and gets them excited about the campaign.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Partner Agency Campaign

Best partnership and support of the campaign by a United Way partner agency.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Rise to the Challenge

Best campaign despite significant setbacks.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.

Best Year-Round Partnership

Best year round United Way partnership with respect to communication, education, involvement and engagement.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.



Best Company Campaign Materials

Best use of United Way branding and messaging in company campaign materials.

Requirements: Please submit your company campaign materials and a 50-word description of your entry.



Best Company Leadership Involvement/ Best CEO Involvement

Best show of support from senior management during a United Way campaign.

Requirements: Please submit a 50-word description of each entry. Supporting materials are encouraged.



UTC Challenge - for United Technologies companies only

Think you have the best UTC campaign? Submit your entries for this category and go head to head with other UTC companies! If you are a UTC company submitting in any other category, you can submit the same entry for this category.

Questions? Email us at bestofawards@unitedwayinc.org or call (860) 493-6847.

Entry Form

Deadline: photo and video entries are due November 1. All other entries are due December 30.

Mail this form along with all supporting materials to: United Way Community Campaign, Attn: Best Of Awards, 30 Laurel St., Hartford, CT 06106

Date Submitted _____		
Company _____		
Name _____		
Title _____		
Please check one: <input type="checkbox"/> Coordinator <input type="checkbox"/> Committee Member <input type="checkbox"/> Other: _____		
Address _____		
City/State/Zip _____		
Email _____		
Phone _____	Fax _____	
Additional Contacts: Name/Title _____		United Way Involvement _____
		Phone _____

Please select the categories you wish to enter:

- | | |
|---|---|
| <input type="checkbox"/> Best In Show: Small Company | <input type="checkbox"/> Best Campaign Kickoff |
| <input type="checkbox"/> Best In Show: Medium Company | <input type="checkbox"/> Best Partner Agency Campaign |
| <input type="checkbox"/> Best In Show: Large Company | <input type="checkbox"/> Best Rise to the Challenge |
| <input type="checkbox"/> Coordinator of the Year | <input type="checkbox"/> Best Year-Round Partnership |
| <input type="checkbox"/> Best Campaign Photo | <input type="checkbox"/> Best Company Campaign Materials |
| <input type="checkbox"/> Best Campaign Video | <input type="checkbox"/> Best Company Leadership/Best CEO Involvement |
| <input type="checkbox"/> Best Fast and Furious Campaign | <input type="checkbox"/> UTC Challenge |
| <input type="checkbox"/> Best Campaign Special Event | |

I affirm that all of the materials, information and ideas included in this nomination are the work of the company listed applying for the United Way Best of Awards.

Signature _____ Date _____

I hereby give United Way permission to distribute information that is included in this nomination for the purposes of promoting the United Way Best of Awards as well as the nominees and recipients.

Signature _____ Date _____

I DO NOT want the details of my nomination used in future promotion of the United Way Best of Awards. I understand that by checking this box, if my nomination is selected as the winner in my category, my company will be listed by name only and will not receive additional coverage.