

Campaign of the Year

Campaign of the Year is a competition among businesses that host a United Way of Larimer County employee giving campaign and implement United Way of Larimer County Campaign Best Practices. The winner will take home the coveted Campaign of the Year traveling trophy – and have bragging rights for a year.

Why Participate?

- It's easy! Get a cool trophy!
- Fosters a more successful workplace campaign
- Promotes team building and collaboration
- Increases opportunity for employee education about United Way of Larimer County
- Connects employees to resources in the community
- Engages employees with community goals and initiatives

Participation Requirements

- Host a United Way of Larimer County workplace campaign between June - December 1, 2017
- Incorporate United Way of Larimer County Best Practices model throughout the campaign
- Fill out the Campaign of the Year point structure form and submit to your United Way representative before December 8, 2017

Recognition

- Featured in United Way of Larimer County's blog and e-newsletter (distribution of approximately 5,000)
- Listed in United Way of Larimer County's Annual Report
- Included in the All Business Thank You advertisement in local newspaper
- Recognized at United Way of Larimer County's State of the Community Event
- Featured on United Way of Larimer County's website, Facebook, and Twitter

Winner Recognition

- Award presented at the end-of-year Campaign Appreciation Social in January 2018
- Featured story in United Way e-newsletter
- Congratulated in Thumbs Up section of *The Coloradoan* and / or *Reporter Herald*
- Up to three customized social media engagement posts
- A one-year United Way of Larimer County Business Cares membership
- Ad of recognition in State of the Community program and three complimentary tickets to State of the Community event in June 2018
- Special recognition at Campaign Kick-off in July 2018