

CAMPAIGN AWARD METRICS*

We appreciate the accomplishments during campaigns and recognize organizations who most successfully achieve these benchmarks at our annual UNITED Tribute gala. *One Award per Category

Lead UNITED

- Highest percent of total employees giving at a leadership level (\$1,000+)
- Largest increase in number of Leadership Givers over prior year
- Highest increase in total amount of dollars raised by Leadership Givers
- Impactful volunteer participation on UWDC committees or Leadership Teams

Give UNITED

- Highest percent increase in number of employees donating
- Highest percent increase of employee gifts
- Highest percent increase in employee average gift

Trailblazer

- Most successful First-Time Employee Giving Campaign

Ambassador

- Highest number of Best Practice concepts creatively implemented
- Highest increase in overall campaign donations over prior year
- Highest percentage increase in employee giving participation over prior year

Rise UNITED | Small/Mid-Size/Large Business

- Overall increase in employee total donations
- Overall increase in campaign total
- Overall percentage increase of employee giving participation
- Percentage of employee base volunteering with UWDC
- Creative campaign implementation
- Increase in Leadership Givers & Women UNITED members

14th Annual UNITED TRIBUTE | Saturday, January 17, 2026

