

## The Dora Maxwell Social Responsibility Recognition Program

### Purpose

To promote social responsibility among credit unions by formally recognizing their social achievements.

### Procedure

Prior to judging, ensure you verify the credit union's asset size. Each league will select winners from each of the following categories:

- Less than \$5 million in assets
- \$5 - \$20 million in assets
- \$20 - \$50 million in assets
- \$50 - \$100 million in assets
- \$100 - \$200 million in assets
- \$200 - \$500 million in assets
- \$500 million or more in assets
- Credit union chapter/multiple credit union group

**Only the first place winner in each category will advance to the national competition. If more than one has been chosen, please send just one for judging at the national level. If more than one entry per asset size category is submitted for national judging, the entries will be sent back to the league to determine one winner.**

Plaques for state-level winners are available at cost to leagues. Credit Union National Association (CUNA) will provide the national award plaques.

Enclosed is an entry form to reproduce and distribute to credit unions along with information about the program. The program entry form included in the packet **must be completed** and submitted with the entry. (Entries received at the national level without completed entry form will be returned.) We also strongly recommend that the credit union completes and follows the checklist that is provided.

Leagues determine any qualifying time frames.

Chapter/multiple credit unions groups' entries should describe a project or activity that was conducted as a chapter/multiple credit union group, not credit unions' individual contributions or projects.

Submit only one entry form, even if there were multiple projects. If a credit union conducted multiple projects, they must pick their most successful and/or unique project and complete the entry form based on that one project. Providing promotional materials for that one project is essential but additional materials for other projects can be included in the entry.

### Eligible Activities

Credit unions could receive an award for involvement in almost any kind of activity that helps other people or strengthens the structure of a community. This might include raising funds for charity, educational activities, or community involvement projects, such as a volunteer fair, building low-income housing, or loaning employees a few hours a week to work in hospitals, retirement homes, schools, etc. In the resource section of this packet, a summary of 2008-2009 national winners, which provides additional ideas, is included.

## The Selection Process

Credit unions will submit their project binder, album or spiral bound book, along with a completed, typed entry form (**required**). Support materials for the project should be included in the binder, album or book. Please no electronic media. We also strongly recommend that the credit union completes and follows the checklist that is provided.

Each league will appoint a selection committee. Some leagues have judged each other's state entries. Leagues should judge the entries using the same guidelines. In addition to using the enclosed standardized score sheet, the judges should also take into consideration the following:

1. What were the goals of the project and how did they show social concern for the community?
2. How did the project help support the needs of the community?
3. Were the project's target audience(s) defined, including who was involved and who benefited?
4. What strategies were used to reach the project's goal?
5. How were the project's promotional materials targeted to the intended audience(s) and how did they communicate the project's goals?
6. How is this project unique? How does it demonstrate extraordinary effort and devotion of time and organization by the credit union?
7. Were the measurable or defined results of the project achieved?
8. Did the project demonstrate credit union values of mutual self-help, cooperation, economic empowerment and volunteerism?

## Submitting Winning Entries

Leagues then select winners in each category and prepare to forward their **first-place selections**. First, the League Submission Sheet is completed and sent along with the winning entries to CUNA at the address indicated on the sheet. Next an Entry Fee Payment Form is completed and sent along with a share draft to CUNA at the address indicated on the form. (Reminder: Only one first-place winner per asset category can advance to the national competition. If multiple first-place awards are given at the state level, a tiebreaker must be conducted. If more than one entry per asset size category is submitted for national judging, the entries will be sent back to the league to determine one winner.)

In the national competition, CUNA's appointed Awards Committee judges the entries.

## 2010 Entry Form for the Dora Maxwell Social Responsibility Recognition Award

*The Dora Maxwell Social Responsibility Recognition Award recognizes a credit union or chapter/multiple credit union group for its social responsibility work and charitable projects that support its community. This award is not for projects that are directed at and/or benefit a credit union's membership but rather focus on work in the community.*

- Please include significant promotional materials, descriptions and photos of project/event with your entry form.
- Submit materials in a three-ring binder, album, or spiral-bound book.
- Follow the format of the entry form. Type your responses on the form provided.
- Please no electronic media.

Contact Person \_\_\_\_\_

Title \_\_\_\_\_ E-mail address \_\_\_\_\_

Credit Union Name \_\_\_\_\_

Street Address \_\_\_\_\_ P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

**Asset size:** \_\_\_ Less than \$5 million    \_\_\_ \$5 - \$20 million    \_\_\_ \$20 - \$50 million  
                  \_\_\_ \$50 - \$100 million    \_\_\_ \$100 - \$200 million    \_\_\_ \$200 - \$500 million  
                  \_\_\_ \$500 million+    \_\_\_ Chapter/Multiple Credit Union Group

Credit union's field of membership: \_\_\_\_\_

Number of credit union branches: \_\_\_\_\_

Number of credit union members: \_\_\_\_\_

Number of credit union employees: \_\_\_\_\_

Number of credit union employees responsible for implementing the project: \_\_\_\_\_

### Answer the following questions (use additional paper if necessary):

a. If your credit union was involved in multiple projects, **please list them here**. If not, proceed to the next question.

b. Describe the **one** project that was the most successful and/or the most unique -- the **one** that best exemplifies the Dora Maxwell Social Responsibility Recognition Award. (The ensuing questions must be answered based on this **one** project.)

1. What were the goals of your project and how did they show social concern for the community? (Include measurable goals such as dollars budgeted, number of people impacted, etc.)
2. How did the project support the needs of the community?
3. Define the project's target audience(s), including who got involved and who benefited from the project.
4. What strategies were used to reach the project's goal?
5. How were the project's promotional materials targeted to the intended audience(s) and how did they communicate the project's goals?
6. How is this project unique? How does it demonstrate extraordinary effort and devotion of time and organization by the credit union?
7. Please describe the measurable or defined results the project achieved.
8. How does the project demonstrate credit union values of mutual self-help, cooperation, economic empowerment and volunteerism?

**Include this form in your entry and return to your league by August 23.**

## **Checklist for Dora Maxwell Social Responsibility Recognition Award Entries**

The following checklist will ensure that Dora Maxwell Social Responsibility Recognition Award entries are complete. Please include the completed checklist with your entry form.

- \_\_\_\_\_ Does the entry include **one** completed, typed entry form listing the credit union's name, address, FOM, number of members, number of employees, number of employees responsible for implementing the project, a contact person, and a description of **one** project (Question b)?
  
- \_\_\_\_\_ Does the entry form state that it is intended for the Dora Maxwell Award program? Does the project fit within the description listed on the top of the entry form?
  
- \_\_\_\_\_ Does the entry form reflect your credit union's current asset size?
  
- \_\_\_\_\_ Are all materials either in a three-ring binder, album or a spiral-bound book?
  
- \_\_\_\_\_ Does the entry describe the measurable goals of the program, including budgets, numbers of people involved, etc.?
  
- \_\_\_\_\_ Does the entry list the groups the program tried to reach and describe outreach strategies?
  
- \_\_\_\_\_ Does the entry show how activities were promoted and include sample articles, ads, flyers, brochures, descriptions and photos?
  
- \_\_\_\_\_ Does the entry include a timetable, budget, and results in the project description? (Be sure and include dollars and numbers.)
  
- \_\_\_\_\_ Is the typed entry form concise and readable? (Remember, more isn't always better!)

**Include this checklist with your entry and return to your league by the deadline.**