

## 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.**