

2011 Entry Form for Dora Maxwell Social Responsibility Recognition Award

The Dora Maxwell Social Responsibility Recognition Award recognizes a credit union or chapter 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 focus on work in the community. **Deadline is July 15, 2011.** Please complete the entry form and return to Lacey Hyer, Director of Communications for the Louisiana Credit Union League, by email at lhayer@lcul.com, by fax at (504)736-3677, or by mail to:

Louisiana Credit Union League
Attn: Lacey Hyer
824 Elmwood Park Blvd. Suite 200
Harahan, Louisiana 70123

- 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 - \$1 billion ___ \$1 billion+

___ 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 Community Service 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 the deadline.

**Checklist for Dora Maxwell Social Responsibility
Community Service Award Entries**

The following checklist will ensure that Dora Maxwell Social Responsibility Community Service 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 by July 15, 2011.