

THE Dora Maxwell AWARD

THE SOCIAL RESPONSIBILITY RECOGNITION
PROGRAM FOR CREDIT UNIONS

The Dora Maxwell Social Responsibility Program was established to encourage credit union and chapter involvement in community projects and external activities. Community involvement can enhance your credit union's image and is a great opportunity to give something back to the community.

Your credit union or chapter can participate in a wide variety of community outreach activities. Examples of activities include, but are not limited to:

- ◆ Helping solve core community problems, such as housing, transportation, hunger, or literacy.
- ◆ Holding food, clothing, or school supply drives for the needy.
- ◆ Raising money on behalf of charitable organizations, such as Credit Unions for Kids®.
- ◆ Helping an organization or agency with events or projects, such as coaching a Special Olympics team.
- ◆ Tutoring or reading to students at a local school.
- ◆ Sponsoring a community volunteer of the year award.

Chapters may also enter the competition. Entries should describe projects as conducted by chapter or multi-credit union group, not individual contributions.

Winners receive awards from the Pennsylvania Credit Union Association. First-place state winners advance to CUNA's national competition. National winners will be recognized at CUNA's Governmental Affairs Conference held in Washington, D.C.

To enter, complete the enclosed entry form and return it, along with your materials, to the Pennsylvania Credit Union Association **by December 31, 2009**.



Dora Maxwell, a true pioneer of the credit union movement, was elected to the first board of directors of the New York State Credit Union League in 1921.

In 1931, Dora was employed as an organizer for the Credit Union National Extension Bureau — today known as the Credit Union National Association (CUNA). Dora was one of the original signers of CUNA's constitution at Estes Park in Colorado. She held numerous volunteer positions within the movement and was active locally and nationally until 1955.

In addition to organizing hundreds of credit unions, Dora Maxwell developed volunteer organizer clubs and worked with several organizations to help improve the living standards of impoverished people everywhere.

Entry Form for the Dora Maxwell Social Responsibility Award

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 Unions

Credit union field of membership _____

Number of credit union branches: _____

Number of credit union members: _____

Number of credit union employees: _____

Number of credit union employees involved in implementing the project: _____

- Please include significant promotional materials, descriptions, and photos of projects/events with your entry form.
- Submit materials in a three-ring binder or spiral-bound notebook. Electronic media is not encouraged.

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 question 2.

b. Select and describe the ***one*** project that was the most successful and the most unique — the ***one*** that best exemplifies the Dora Maxwell Social Responsibility Award. (The ensuing questions must be answered based on this ***one*** project.)

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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? (Please answer thoroughly – use additional paper if necessary. Answer will weigh heavily in final judging.)

Include this form in your entry and return to the Pennsylvania Credit Union Association,
4309 North Front Street, Harrisburg, PA 17110-1618, **by December 31, 2009.**

Checklist for Dora Maxwell Social Responsibility Award Entries

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

- _____ Does the entry include **one** completed entry form listing the credit union's name, address and asset size, number of members, number of employees, number of employees involved in the project, a contact person, and a description of **one** project?
- _____ Does the entry form state that it is intended for the Dora Maxwell Award program?
- _____ Does the entry form include the most current asset figures for the credit union?
- _____ Are all materials either in a three-ring binder or a spiral-bound notebook?
- _____ 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 to include dollars and numbers.)
- _____ Is the entry concise and readable? (Remember, more isn't always better!)

Include this checklist with your entry and return to the
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by December 31, 2009