

## ECM Challenge - Points Tracking System



**United Way of  
Mid-Hudson Valley**

*Serving Dutchess & Orange Counties*

**Organization:** \_\_\_\_\_  
**ECM Name:** \_\_\_\_\_  
**LE Name:** \_\_\_\_\_  
**ECM Phone Number:** \_\_\_\_\_

Task	Value	Completed
Sign up to receive weekly Campaign E-news	5	
Attend ECM Training or online	5	
Attend Kick-Off Breakfast or GMD (September 9 and 10)	5	
Attend Finale Celebration <i>Note: RSVPs to Finale will earn points pending your check-in at Finale. If you do not show, and those points put you below the minimum entry of 90 points, you are not eligible to win.</i>	5	
<b>BONUS!</b> Bring a guest to an event <i>(limit 5 points per event, you will not earn more for additional guests)</i>	5 per event	
Meeting with Loaned Executive to plan group meeting	15	
Use of incentives or fun themes to encourage campaign participation	5	
Host an event or fundraiser outside of normal campaign participation <i>(ex: sell cookbooks, bowling night, 2-1-1 collection, etc.) and send a photo and paragraph about the event</i>	10	
CEO endorsement of campaign at group meeting or via letter to the employees	5	
Visually advertise campaign at workplace with posters, table tents, e-mails, newsletters, or screen savers	10	
Group meeting(s) with at least 50% of your employees in attendance*	20	
% increase in number of Community Fund Donors in workplace over last year	10	
% increase per capita in Community Fund Dollars over last year	10	
Return all pledge cards back to United Way, regardless of donation	5	
Turn in fully completed report envelope(s) by Dec. 1	5	
Complete and submit ECM survey by Dec. 1	10	
<b>Total Points Earned:</b>		_____

**90 Points = 1 raffle ticket entry**

**125 Points = 2 raffle ticket entries**

Please check off the tasks as you complete them and return this sheet to United Way with your report envelope at the end of your campaign.

If you have any questions about the tasks or your qualification, please call our office at 845-471-1900. You will find more information on our website at [www.uwoc.org](http://www.uwoc.org) or in weekly campaign e-mails.

**\* 25% for organizations with more than 400 employees**