



How to be Recognized as a BUW Pinnacle Company/Organization

We, at Berkshire United Way (BUW), love to recognize the generosity of companies and organizations that make the effort to encourage their employees to support our community through BUW. Partners who, through their annual **Workplace Employee Giving Campaign**, successfully complete six (6) out of the eleven (11) criteria below will be recognized as a BUW Pinnacle company.

Pinnacle companies/organizations receive special recognition throughout the year, including:

- Recognition on BUW social media channels
- Invitation and announcement to annual and special BUW events throughout the year
- Recognition at BUW Annual Campaign Kick-Off Breakfast
- Opportunity to be presented with the BUW Pinnacle award at a company gathering
- Recognition plaque
- Knowledge that you and your employees are supporting the critical needs of their Berkshire neighbors

✓	Criteria
	1. Employee Campaign Coordinator(s) meets with BUW staff or volunteer to plan their campaign
	2. BUW staff is invited to present at Workplace Employee Giving Campaign Kick-off or to attend a relevant or special fundraising event to raise employee awareness of BUW
	3. Conducts at least one special fundraising event (e.g., raffle, cook or bake off*) to enhance Workplace employee giving campaign beyond employee pledges/giving and corporate donations
	4. Employee giving participation is 50% or above
	5. Overall campaign dollar growth year over year (2024 vs. 2023 campaign giving)
	6. Leadership level giving (\$1,000+) – 1 person per 150 employees donates a minimum of \$1,000 annually to join Greylock Society membership
	7. Corporate gift or employee giving match
	8. Campaign results reported and returned to BUW by December 16, 2024
	9. BUW pledge forms are offered to new employees during onboarding process and submitted to BUW as received
	10. Sponsor, host and/or encourage volunteer participation by employees for a BUW community event/project during the campaign year (September 2024 – June 2025)
	11. Company/organization representation on a BUW Committee or Board of Directors