

January 2008

Dear Credit Union Manager,

As members of CUNA's Awards Committee, we thought it might be helpful for you to know how we evaluate the entries that CUNA receives each year for the Dora Maxwell Social Responsibility Recognition Award and the Louise Herring Award for Philosophy in Action.

First of all, we would like to congratulate you on your commitment to your community and to your members. You can be very proud of the efforts you and your staff have expended.

As we conclude our judging session each year, we take the time to discuss the entries received and share our overall impressions. The general consensus among the judges is we all look for those undertakings that are unique. Fund-raising and supporting national charities are worthy projects but are not as easy to distinguish from other credit unions' projects. Because focusing on one extraordinary project with well-defined, measurable goals makes the judging and scoring more equitable, we are requiring that you compile your entry with this criteria in mind.

Each of us judge an average of 55 entries, and our job is made easier if the program entry form is filled out completely in the original format and placed at the front of your entry. Strengthen the information in your submissions by stating specific goals, expected outcomes, and your ultimate achievements. Attention to detail counts.

Lastly, volume is not an element we consider important -- more is not necessarily better. The supplemental information provided should be essential to the success of your project. T-shirts, buttons, expense vouchers, and videos are interesting but don't have much impact on our scoring based on the criteria for these projects. Please see the attached Secrets of a Winning Dora Maxwell or Louise Herring Award Program Entry document for what the judges look for in a winning entry.

Again, we would like to congratulate each of you on carrying on the credit union philosophy of "people helping people." We look forward each year to reviewing and judging your entries, and we remain impressed with the many unique approaches you document.

Sincerely,

CUNA's 2007 Awards Committee