

ASK

THE NUMBER ONE REASON PEOPLE SAY THEY DON'T GIVE TO UNITED WAY IS BECAUSE NO ONE EVER ASKED THEM TO DO SO.

EDUCATING employees about the value and work of United Way is the best way to gain support. Your United Way representative is an excellent source for any material and assistance you may need.

PERSONALLY DISTRIBUTE campaign pledge forms (rather than including them in paychecks, mailboxes, etc.). Use your committee members to help you.

MANY COMPANIES PERSONALIZE pledge forms for all employees. United Way would be happy to pre-print your pledge forms using an electronic file of employees information.

ASK every employee to turn in a pledge form by a certain date even if they choose not to contribute. This way, you'll know every person made a choice whether or not to participate without having to directly ask him/her. Many companies distribute pledge forms in envelopes that employees can fill out and seal, assuring all decisions are private.

MAKE IT COMFORTABLE FOR EVERYONE

Please take steps during your campaign to ensure that every employee feels comfortable in making a decision about contributing. The following are a few reminders to ensure participation is voluntary:

- Contributing financial resources is a personal matter and should be kept confidential.
- Use incentives, fun and information to get more positive results.
- A campaign objective of 100% participation in an employee campaign can create a perception of pressure, real or implied.
- Although senior leadership support is invaluable to your campaign, have peers rather than superiors do individual solicitations.
- Make sure employees know that acts of coercion in any form are unacceptable.

SUGGESTED CONTRIBUTION GUIDE

Each contribution is important in providing vital health and human services to people in need, right here in our community. The following contribution guide provides suggested contribution levels by salary range on a monthly basis; your company's pay frequency will determine the actual impact on employees' paychecks.

Annual Salary	1 hour pay/mth	2 hours pay/mth	1% of pay/mth	2% of pay/mth
\$30,000	\$15.00	\$30.00	\$25.00	\$50.00
\$40,000	\$20.00	\$40.00	\$33.33	\$66.67
\$50,000	\$25.00	\$50.00	\$41.67	\$83.34*
\$60,000	\$30.00	\$60.00	\$50.00	\$100.00*
\$70,000	\$35.00	\$70.00	\$58.33	\$116.67*
\$80,000	\$40.00	\$80.00	\$66.67	\$133.33*
\$90,000	\$45.00	\$90.00*	\$75.00	\$150.00*
\$100,000	\$50.00	\$100.00*	\$83.33*	\$166.66*

*This monthly contribution qualifies as a leadership gift of more than \$1,000 to United Way and includes additional recognition and benefits.