

# FAQs for ECMs

## How long should our campaign run?

For many companies, a two- or three-week campaign is the perfect amount of time to kick off your effort, get the message out effectively, and make your ask without overburdening staff.

## Do companies receive special recognition for their donations?

Yes. All companies are recognized on our website and in print materials. Some awards are given to companies that show exceptional leadership to their annual United Way campaigns. This includes creativity in implementation, 100% participation, total dollars pledged and more. In addition, United Way prominently recognizes the top 12-contributing businesses as Cornerstone Partners.

## When should our campaign take place?

Most campaigns take place between August and November, but they can happen at a time.

## How can employees give?

Using a United Way pledge form, employees can give via payroll deduction, cash, check or credit card. Contributors can also set up an ongoing or one-time payment online at [www.uwkv.org/give](http://www.uwkv.org/give).

## Are there different levels of giving?

Yes. To join the Emerging Leaders Society, donors need to contribute at least \$400 and a set number of volunteer hours. Leadership Level giving starts at \$700 per year. See pledge forms for more information.

## Who decides where the donations go?

Nonprofit programs submit formal requests for funding. A volunteer-led Allocations Committee conducts committee visits and assesses nonprofit programs. Programs also provide a presentation to the Allocations Committee. At the end of this process, the Committee recommends funding levels to UWKV's Board of Directors.

## When does payroll deduction typically start?

Payroll deduction typically runs from January 1 through December 31. Please let us know if another schedule works better for your company.

## Are donations to United Way tax deductible?

Yes. All donors receive thank-you letters from United Way after the campaign has been completed. These letters can be used for tax deduction purposes to the full extent of the law.

## Why should I give to United Way?

United Way is unique because it partners with 51 programs throughout the community. By giving to United Way, you are helping to improve every aspect of the community, not just one cause.

## Can employees designate their donation?

Yes. While checking "Influence the condition of all" on your pledge form is the best way to help **POWER THE DREAM**, donors can designate their gift to individual 501(c)(3) nonprofit programs.

