

FAQs for ECMs

How long should our campaign run?

For many companies, a two-week campaign is the perfect amount of time to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception to this might be if you are the ECM at an exceptionally large company or a company with many different work sites.

Do companies receive special recognition for their donations?

Yes. All companies that conduct campaigns and/or make a corporate donation are recognized on our website and in print materials. Some awards are given to companies that show exceptional leadership and commitment to their annual United Way campaigns. This includes creativity in planning and 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 mid-August and mid-November, but they can happen at a time that is best suited to your organization.

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.

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, followed by Tocqueville givers who pledge \$10,000 or more a year. See your pledge forms for more information.

Who decides where the donations go?

Nonprofit programs submit formal requests for funding each winter. A volunteer-led Allocations Committee is assembled in early spring, and members of this committee visit and assess nonprofit programs that request funding. Employees of the program also provide a presentation to the Allocations Committee. At the end of this process, the Allocations Committee recommends funding levels for United Way Board approval.

When does payroll deduction start?

Payroll deduction typically runs from January 1 through December 31.

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.

Why should I give to United Way?

United Way is unique because it partners with 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 donating to the Community Care Fund (by checking "Influence the condition of all" on your pledge form) is the best way to help **PLANT SEEDS FOR A STRONGER COMMUNITY**, donors can designate their gift to individual 501(c)(3) nonprofit programs.