

## Giving Guidelines

### Suggested Giving Guide

For those that ask for suggestions of giving, refer them to the giving guide based on income in the brochure:

Up to \$19,999	1 hour's pay per month
\$20,000 - \$49,000	1%
\$50,000 - \$99,999	2%
\$100,000 and up	3%

### Leadership Giving

•Leadership Campaign-A great way to set the pace by soliciting "leaders" and potential leaders early by asking them to give at a feather or major gift level.

#### •Leadership Levels-

Red Feather	\$1,000 - \$1,999
Silver Feather	\$2,000 - \$3,499
Gold Feather	\$3,500 - \$4,999
Builders Society	\$5,000 - \$9,999
Tocqueville Society	\$10,000 and up
Women's Leadership	\$1,000 + (works in concert w/ levels above)

•Major Gifts-Builder and Tocqueville Societies make up the Major Gifts effort. (Sometimes referred to as BLD & ADT) See glossary for more information on Builder and Tocqueville Societies and Women's Leadership.

*(See Designation Policy in Resource Section)*

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### Designation Guidelines (as of 1/1/05)

- All designations to UWCA partners will be treated as "First Dollars In"
- The minimum required for a designation to UWCA partners is \$25.
- Matching dollars and Corporate Contribution cannot be to be designated to either United Way partners or approved outside agencies. They must remain in the general allocation pool.
- If your company allows donations to agencies not participating in United Way's review process (non- United Way Agencies) the guidelines are as follows:
  1. The minimum gift accepted for an agency not listed in this brochure is \$1,000 with at least 50% (or \$500) of this gift remaining with the United Way to be allocated to its partners.
  2. Designated agencies must be a (501) (C) (3), tax-deductible, health and human service organization. This does not include churches, schools, athletic teams, environmental agencies, etc.
- United Way of Central Alabama will provide a strong communication in its printed material that explains the importance of contributions to the general allocation pool.