

Here is a UNITED WAY GLOSSARY for terms that you need to know:

- **Allocation Team** - A group of volunteers that review agencies by looking at budgets & programs to make sure they are using United Way contributions wisely & efficiently.
- **Community Impact** - The United Way of Central Alabama newsletter that is published 5 times a year.
- **Diamond Donor** - Diamond Donors are those who have given to United Way for 25 years or longer. Diamond Donors are identified so that they are thanked and recognized for their years of committed giving and caring about our community.
- **Initiative** - A United Way program made possible through public and private grants
- **Loaned Executive** - The Loaned Executive (LE) is an individual who is “loaned” to United Way by his/her company full-time for 13 weeks during the summer or fall campaign. They assist company coordinators with executing successful United Way Campaigns.
- **Pacesetter** - A select group of companies that agree to run early campaigns (June-August), set an aggressive goal, and carry out model campaign elements.
- **Partner** - An agency of United Way of Central Alabama that receives an allocation to support their programs.
- **Planned Giving** - An effort to ask donors to consider endowing gifts so their legacy of caring can continue through a deferred gift in their will or estate plan, or by other means.
- **Rally** - A meeting endorsed by the organization where employees are educated about United Way, given the opportunity to ask questions, and are asked to make a contribution.
- **United Way Representative** - This could be your United Way staff person or Loaned Executive. They can help you plan your campaign, be present at your meetings, or answer questions and support you throughout your campaign.
- **Young Leaders Society** - This is a program that brings young professionals together for networking & the sharing of talents by giving, advocating, and volunteering. The mission of YLS is to engage, inspire, educate, & empower young leaders in Central Alabama to share their spirit & resources for the betterment of our community.

Suggested Giving Guide

For those who 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)

- Women’s Leadership-A recognition initiative that raises awareness about the importance of philanthropic involvement with specific appeal to women to consider or increase leadership-level contributions.

Frequently Asked Questions

What are the advantages of giving through United Way?

Giving to United Way is an easy, effective, efficient means to meet your charitable goals. United Way is in the business of advancing the common good by focusing on the basics we all need for a good life. No other agency provides sustainable funding to support a block of health and human service agencies. United Way is the collective power of people working toward long-term solutions that improve lives and community conditions.

What are the most pressing issues in our community?

Our most recent needs assessment in our five-county area revealed that Education, Employment, Healthcare, Raising Children, Transportation, Crime and Drugs were all areas of concern. United Way's Planning and Initiative area is embedded in the community to focus on impacting these existing and emerging needs. In addition, UW collaborates with local non-profits, city officials, and federal agencies to create a network of services that address our community needs.

Living expenses are on the rise.

The impact of higher food and gas prices is even greater on low-income individuals and families-especially the elderly. To help families weather the current economic downturn, even a small contribution of \$1 a week, joined with other small contributions will bring positive change to help with basic needs.

Where is my United Way investment making an impact?

United Way of Central Alabama annually supports over 84 health and human service projects, programs, and agencies and plays a major role in supporting initiatives that provide solutions for new and emerging needs.

Our employees don't make a lot of money.

There are certainly cases where an employee cannot afford a contribution; however, through payroll deduction employees are able to give a small amount, which has a modest impact on a donor's pay. The #1 reason people don't give is because they were not asked.

My gift doesn't make a difference.

Your investment is very important! It is magnified by the investment of others and has the power to improve lives and local community conditions. When we reach out a hand to one, we affect the condition of all.

Frequently Asked Questions

I give through my church.

Most of us have an obligation to our faith. However, there are many services provided by United Way partners, programs and initiatives that faith based organizations cannot provide. Your church support and your support through United Way will meet even more needs in the community.

How much of what I give actually reaches the agencies and can I designate my gift to a particular agency?

91% of all money raised goes to the services affecting the community. We can keep our costs low because of the thousands of volunteer hours donated to United Way. If you decide to designate your gift, please read the giving guidelines printed in United Way brochure. If you accept these guidelines, write the name of the agency on your pledge card. The agency will acknowledge your contribution.

What about agency fundraisers?

United Way's allocation provides a consistent level of funding and support for agencies. However, United Way is not their only source of funding so membership drives are necessary to meet their needs.

I don't want my employees to feel pressured to give through payroll deduction.

A payroll deduction program does not mean pressure on employees – rather it provides a convenient method for employees to give. United Way of Central Alabama believes that giving is a personal decision. Whether you wish to give and how much you choose to give is your decision. Your gift of any amount is greatly appreciated.

I will not pressure my employees/co-workers.

No pressure is necessary. All we ask is for the opportunity to tell the United Way story to your employees and invite those who are interested to participate. Again, United Way of Central Alabama believes that giving is a personal decision.

My employees are low paid.

Many low wage groups enthusiastically support United Way and have taken great pride in their giving because sometimes they are closer to the problem. Through payroll deduction, employees can give a little bit at a time.

Employee Campaign Analysis Worksheet

2007 Results:

	Amount	# Giving	Average Gift	# Prospects	# Givers	# Non-Givers
Leadership:	\$ <input type="text"/>	/ <input type="text"/>	= \$ <input type="text"/>	<input type="text"/>	- <input type="text"/>	= <input type="text"/>
Non-Leadership	\$ <input type="text"/>	/ <input type="text"/>	= \$ <input type="text"/>	<input type="text"/>	- <input type="text"/>	= <input type="text"/>
Total Giving:	\$ <input type="text"/>	/ <input type="text"/>	= \$ <input type="text"/>	<input type="text"/>	- <input type="text"/>	= <input type="text"/>

2008 Opportunities:

	Average Gift	# New Givers	New \$	Increase Avg. Gift by:	# Givers	New \$
Leadership:	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>
Non-Leadership	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>
Total New \$	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>	\$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>

Formulas for Potential:

Company Total Annual Salaries		(one hrs pay) 0.006	Potential
\$ <input type="text"/>	X	<input type="text"/>	= \$ <input type="text"/>