

FREQUENTLY ASKED QUESTIONS



DID YOU KNOW?

FOR THE PRICE OF A DINNER FOR TWO, AN EMPLOYEE CAN PROVIDE 320 HOURS OF TUTORING, MENTORING, OR AFTER SCHOOL PROGRAMS TO ENSURE AREA YOUTH DO WELL IN SCHOOL.

When should our campaign take place?

Most workplace campaigns occur between early September and late October; however, they can take place any time of year.

How long should our campaign last?

Most campaigns can be wrapped up in under two weeks. The goal is to distribute and collect pledge forms while the United Way message is still fresh in employees' minds.

I have little time to devote to a campaign. How can I work it into my busy schedule?

Reach out to United Way staff. We are here to help you every step of the way. Be sure to recruit a committee and start planning early. The earlier you start, the easier the process will be.

Our work environment is not conducive to holding a campaign kick-off meeting. How can I involve our employees in the campaign experience?

Take the campaign to them. Use emails, voice mails, videos and letters from your CEO to get the word out. Attach balloons to the United Way message and attach to desks. Designate one room or table as the United Way room and have participants play games on their breaks and turn in pledge forms for prizes. Use your company intranet to provide information and results. Create and show a company video starring your employees sharing the reason for supporting United Way during previous campaigns. Be creative.

Can I designate to another non-profit organization?

Designations are accepted to any of our programs or our partner agencies with no fee and no limit. Designations to non-partner agencies and that leave our service area must be at least \$50 and are charged a 15% processing fee.

When do payroll deductions begin?

Most payroll deductions begin with your first pay period of the new year and run January through December. United Way does not set your payroll schedule, this is a company decision.

How do I get a speaker to attend my kick-off meeting?

Call the United Way office. We are here to help you.

What is my donation used for?

Your contribution will go to help drive community initiatives and provide the backbone for our continuing support of programs and advocacy throughout the area. Your donations are used to address the most serious issues affecting the communities we serve.

How much of my donation covers administrative fees?

United Way Of Goodhue, Wabasha & Pierce Counties has had administrative fees varying from 12% - 15% over the last 5 years. We are lucky to have three Corporate Cornerstone Companies that help cover those expenses, The Red Wing Shoe Company, Xcel Energy and Bic Promotional Products. Your employee donations go directly to supporting programs.