

United Way of Etowah County

Glossary of Campaign Terms

AGENCY TOURS (COME-SEE-TOURS) – Arranged tours of selected agencies for groups of employees to get on-site education of service delivery system.

AVERAGE GIFT – Total gift of all employees divided by the *number of givers*. This calculation is more meaningful when used along with a percentage of participation. Do not confuse with per capita gift.

BILL DIRECT – A pledge that the donor requests a billing statement from United Way.

CAMPAIGN CABINET – Volunteers in charge of the Campaign.

CAMPAIGN CASE – A concise statement of the purpose and rationale of the campaign refined annually to reflect changing needs.

CAMPAIGN SLOGAN – A distinctive phrase or catchword for focusing interest on United Way.

CAMPAIGN SUPPLIES – Materials used in the campaign, such as: pledge forms, brochures, posters, campaign video, etc.

CAMPAIGN TIMETABLE – A chart outlining all the necessary campaign responsibilities and actions required between planning your campaign and the final report. The chart includes important target dates.

CAMPAIGN VIDEO – A video (VHS or DVD) used as an educational and informational tool for local audiences to enhance giving.

CARD VALUE – Last year's total giving. This is the amount that you hope to build as you enter your new campaign.

COMMUNITY BUILDERS – A recognition level for individuals and families contributing \$500 to \$999 annually to United Way.

COMMUNITY FUND – Is what differentiates United Way from other organizations and is in place to ensure limited funds make the greatest impact in our community. Trained volunteer representatives of our community review program funding requests and recommend distribution of the dollars raised in the annual campaign.

COMPANY & EMPLOYEE AWARD – Plaques, certificates, etc., awarded to company or employee groups for achieving a high standard of giving.

COMPANY-WIDE CAMPAIGNS – A plan for employee giving developed by national firms and implemented at all local plants and/or offices using either company-wide materials or local giving standards and materials.

CONTINUOUS GIVING – Pledge in force without annual re-affirmation by the employee, but with option to stop, increase, or decrease at the employee's request. Works best on a percentage of salary rather than a set amount.

CORPORATE GIFT – An annual contribution in the name of the firm.
A corporate contribution is tax deductible to the extent of the law.

DESIGNATIONS – An option provided contributors who wish to designate their gift to a specific agency or field of service.

EMPLOYEE CAMPAIGN COORDINATORS (ECC) – The person appointed by the management head of a firm to conduct the employee campaign for United Way.

EMPLOYEE GIVING – The contributions of employees at their place of employment, accomplished most successfully and effectively through a good payroll deduction plan.

EMPLOYEE MEETING (RALLY) – A brief meeting held on company time at which groups of employees are shown the United Way promotional film preceded by speaker (introduced by CEO or campaign coordinator) and followed by distribution and collection of pledge forms. A well-planned group meeting can be conducted in twenty minutes.

FAIR SHARE – Now referred to as **“Suggested Giving Guide”**

Under \$20,000 annually = 0.6% (1 hour's pay per month)
\$20,000-\$50,000 annually = 1% of annually salary
\$50,000 and above = 2% of annual salary

FINAL REPORT – The results of an organization's completed campaign which includes total dollar amount, number of contributors, total cash, total payroll deduction and number of givers.

INFORMATION & REFERRAL (I & R) – A United Way program dedicated to helping people in trouble or need by referring them to the proper service.

KICKOFF – The formal start of the campaign in the community.

LEADERSHIP GIVING CAMPAIGN – Separation of management personnel from general employee groups for purpose of special education and solicitation. The president or top executive determines attendees and either personally chairs the leadership giving campaign or designates a ranking executive as leadership giving campaign coordinator.

LEADERSHIP GIVERS – A recognition level for individuals and families contributing \$1,000 or more annually to United Way.

LOANED EXECUTIVE (LE) – The Loaned Executive functions as a member of a team, working directly with campaign staff and volunteers, to manage employee campaign group results. LEs work approximately 70 hours (including a 1 ½- day training session in early August) during traditional UW campaign season – August through mid-November. A loaned executive complements but does not replace the employee campaign coordinator.

NEW HIRE PROGRAM – Enrolling new employees at time of hiring for a contribution to United Way through payroll deduction.

NEW MONEY – Funds that are raised over card value (last year's total giving).

ONE-TIME MONEY – A contribution made in behalf of United Way as a result of special circumstances for one campaign. In most cases the gift is made in addition to a normally generous annual contribution and may not be repeated in succeeding years.

PACESETTER CAMPAIGN – Is run prior to the general campaign and provides an opportunity to test solicitation practices and helps to determine the fund raising climate for the general drive. The campaign totals from a select number of accounts are announced publicly and used to jump-start the general campaign.

PARTIAL REPORT – An interim status report of a firm's campaign submitted in a report envelope and indicated as "Partial."

PAYROLL DEDUCTION – An opportunity for employees to spread their giving over a period of time through authorized deductions each payday.

PER CAPITA GIFT – (a) Corporate per capita is determined by dividing the corporate gift by the total number of employees in their company. (b) Employee per capita is the total employee contribution divided by the total number of employees in the company.

PERCENT PARTICIPATION – The number of givers divided by the number of employees.

PLEDGE – A promise to make a United Way contribution in installments over a specified period of time (no longer than a year).

PLEDGE FORM – Used by corporations, employee groups, and all individuals to make contributions.

POTENTIAL – This figure is based on prevailing average hourly wage within each trade group starting with one hour's pay per month *(to calculate multiply annual salary by 0.006)*.

UNITED WAY REPRESENTATIVE – United Way staff or loaned executive (LE).