

## Workplace Campaign

Workplace giving is a key revenue driver for United Way. Workplace campaigns are a partnership between United Way and partner companies that allow employees the opportunity to give to United Way through various giving options. Companies encourage giving through promotion of services that support their workforce and fundraising activities throughout the year.



**Paper Pledge Form**



**GiveSmart**

All workplace employee giving options allow for donations of credit/debit card, cash, check, bill me and payroll deduction.

- Credit/Debit Card, Cash, & Checks are direct donations given to United Way.
- Bill Me gifts are pledges made to United Way asking for United Way to send invoices for their gift at a specified cadence such as one-time, monthly, or quarterly.
- Payroll deduction allows employees to have a specified amount taken from their paycheck each pay period. The company then distributes the funds to United Way.

Many corporate partners also give corporate gifts or provide a match to employee donations. This type of support from the company encourages employee giving by showing support to the organization they are asking their employees to give to.

- Corporate gifts are direct donations given to United Way.
- Matching gifts are defined by a certain percentage of employee's gifts to United Way that the company agrees to "match" and donate to the United Way. This allows employees to have greater impact with their gift. For example, if the company is providing a 1:1 match, each dollar given by an employee is essentially doubled.

## Events | Sponsorships | Cause Campaigns

Event sponsorship opportunities are available to companies. Sponsorship levels and benefits vary depending on the event (see included Sponsorship form(s)). In addition to sponsorships, individuals can give to events and/or causes throughout the year using website giving, text to give, cash, check, etc. These opportunities are typically available via digital channels.

## Individual Giving

Donors who are not a part of a workplace campaign or prefer to give in different ways can donate all year long using various options.

- Online Giving
  - Donors can visit our website to give via credit card at <https://www.unitedwayallencounty.org/donate>
  - Credit card donations can be given one time or set up to be recurring
- Cash or Check
  - Donors can give via cash or check by mailing or dropping their donation off at the United Way of Allen County office.
  - Cash or check donations are accepted anytime throughout the year.
- Estate Planning | Planned Giving
  - United Way recognizes that leaving a legacy that will impact your community for good after your lifetime is a smart investment. Join our Beacon Society by remembering United Way of Allen County in your will.
- Gifts of Stock
  - United Way of Allen County is poised and ready to receive gifts of stock or bonds. Your gift will be valued based on the average price of the stock on the date received. Form available upon request.

For more information, please contact Resource Development Department at [resourcedevelopment@uwacin.org](mailto:resourcedevelopment@uwacin.org)