

FREQUENTLY ASKED QUESTIONS

HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff.

WHEN SHOULD OUR GIVING CAMPAIGN RUN?

Most of our campaigns take place in the fall, but they can happen at a time that is best suited for your organization.

CAN WE COLLECT DONATIONS ELECTRONICALLY?

While we do have fillable PDF pledge forms, we still need to have them printed, signed, and returned to us. The forms are available in our Online Campaign Toolkit.

WHEN DOES PAYROLL DEDUCTION START?

While UWFC's campaign and fiscal year runs from July 1—June 30, payroll deduction usually runs from January 1—December 31. However, United Way does not set your payroll schedule; it is a company decision.

HOW MUCH OF MY DONATION STAYS IN FRANKLIN COUNTY?

Like all United Way's around the world, United Way of Franklin County is, and always has been, a local organization. Your donation stays local and helps people in Franklin County.

CAN I DESIGNATE MY GIFT TO A SPECIFIC CHARITY?

United Way of Franklin County honors designations above \$75 to qualified 501(c)(3) organization, although we believe that the most powerful way to invest your donation is to donate to our undesignated Community Care Fund. Designating a gift often means that there are fewer dollars for making community grants and that essential programs may receive less support.

WHO DECIDES WHERE THE DONATIONS GO?

You do! That is to say, a committee made up of volunteers, like yourself, decide. All programs that receive funding are carefully vetted by a lengthy process. The Community Investment Committee, made up of volunteers from the community, considers the need for funds and impact of the program, as well as conducting a comprehensive assessment of the agency. United Way monitors results to ensure the programs are making an impact and the agencies remain compliant.

WHY SHOULD I GIVE TO UNITED WAY?

You make a difference. You are making an investment that benefits the entire community, not just one program, issue, or population. United Way leverages your contribution by combining it with others and strategically investing in results-driven programs and initiatives to maximize the impact we have in the community. It is easy and convenient.

WHAT'S THE DEAL ABOUT NON-PROFITS AND OVERHEAD?

Without a person earning a salary, or a safe, functional facility, many nonprofit programs would simply not exist. The "Overhead Myth" belief that organizations with the lowest overhead ratios are the most donation-worthy creates a culture of nonprofit starvation that hurts everyone. We are committed to ensuring that costs and expenses are reasonable, while also investing in tools, technology, and people who make our organization, and those of our partners, more impactful.

I HEARD YOU ARE MERGING WITH UNITED WAY OF HAMPSHIRE COUNTY. WHAT DOES THAT MEAN FOR MY DONATION AND THE PROGRAMS HERE?

All donations made during this campaign will go either to our Community Campaign that funds the many programs in Franklin County or the non-profit you selected.

If a merger takes place, future campaigns would be run as one, under the umbrella of the new organization, but designations for our Franklin County programs and non-profits will still be possible.