

Glossary of Campaign Terms

<i>ACCOUNT</i>	An individual, corporation, organization, firm, agency, department, or institution, which is solicited for United Way support during the general campaign.
<i>ACCOUNT NUMBER</i>	The numerical code for each campaign account that identifies account within the computer system.
<i>ACCOUNT EXECUTIVE</i>	The person responsible for contacting an account for the purpose of negotiating the Corporate Gift and establishing who is the employee coordinator for the company campaign.
<i>AGENCY SPEAKER</i>	Well-informed volunteer who can appear before employee groups to motivate support of the campaign. Partner Agency speakers are oriented and trained in advance of the campaign so they can give examples of United Way services.
<i>AGENCY TOUR</i>	Arranged tours of selected UW agencies by groups of volunteers and contributors that provide on-site education about agency programs.
<i>AUDITOR/ CAMPAIGN AUDIT</i>	Verification of pledges and cash to insure accurate reporting of donations.
<i>AVERAGE GIFT</i>	Total gift of employees divided by total number of givers.
<i>BILL DIRECT</i>	A pledge by which the donor requests a billing statement from United Way.
<i>CAMPAIGN CABINET</i>	A group of volunteers who oversee United Way's annual community-wide campaign.
<i>CAMPAIGN VIDEO</i>	Short video (5-8 minutes) used during workplace campaign rallies.
<i>CARD VALUE</i>	The total dollar value of the previous year's pledges, minus any one-time only gifts.
<i>CASE FOR GIVING (CEO CASE)</i>	A written statement outlining the purpose and rationale for support of the campaign. It is refined annually to reflect changing needs.
<i>COMMUNITY INVESTMENT</i>	The process undertaken by volunteers to assess and allocate funding for the United Way partner agencies' programs.

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<i>CORPORATE GIFT</i>	An annual contribution in the name of the company/organization. A corporation is allowed a tax advantage for contributing.
<i>DIVISION</i>	A group of accounts of similar make-up grouped into a manageable unit. Such groupings are based upon trade classifications, size, geographic location or a combination of these factors.
<i>DIVISION CHAIR</i>	The volunteer chairperson in charge of a given division. Division Chairs are directly responsible for a group of volunteers and/or accounts. He or she is responsible for recruiting an appropriate number of volunteers, assigning accounts to them, and monitoring their progress throughout the campaign.
<i>DONOR CHOICE</i> <i>(aka – DESIGNATIONS)</i>	A choice given to every donor that allows the option to designate a pledge to one of United Way's partner agencies, to another United Way in a different geographic region or to a qualifying 501(c)(3) health and human service agency.
<i>EMPLOYEE CAMPAIGN COORDINATOR (ECC)</i>	The person appointed by a company or organization to conduct the employee campaign for UW.
<i>EMPLOYEE GIVING</i>	The contributions of employees at their place of employment, accomplished most successfully and effectively through a good payroll deduction plan.
<i>FAIR SHARE</i>	A suggested guide for employee giving based traditionally on "one hour's pay per month," or .6% of their annual salary.
<i>FULL POTENTIAL</i>	The amount that could be raised by an employee group if all employees gave according to United Way's suggested guide for giving (fair share).
<i>GOAL</i>	General campaign goal established by the Campaign Cabinet and United Way's Board of Directors. Consideration is given to program needs as expressed by Community Investment recommendations and a realistic but challenging appraisal of community giving potential. Each account should also have an established goal.
<i>KICKOFF</i>	The formal start of campaign, usually in September.
<i>LEADERSHIP CAMPAIGN</i>	Separation of management personnel from general employee groups for purposes of special education and leadership giving solicitation.

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LEADERSHIP GIFT	An individual's pledge of \$1,000 or more.
LOANED EXECUTIVE (LE)	Assists in conducting and monitoring employee campaigns. Companies release executives for a period of about 10 weeks to work part-time on the United Way campaign. Salaries and expenses are paid by the "loaning" organizations. Sponsorships are also solicited during the spring, with which UW hires temporary employees to serve as LE's.
NEW HIRES PROGRAM	Solicitation of new employees of a company at the time of hiring for a contribution to United Way through payroll deduction. Not only a source of new dollars, but helps recapture losses due to employee turnover. The United Way will provide materials and assistance to any organization which is interested in this program.
NEW MONEY	Funds raised over last year's campaign's card value.
PACESETTER CAMPAIGN	An account that agrees to advance preparation and solicitation to demonstrate the effectiveness of campaign techniques and materials. Usually takes place between July and late August and provides significant dollars early in campaign. The results are reported at the Kickoff.
PAYROLL DEDUCTION	An opportunity for employees to spread their giving over a period of time through authorized deductions each payday.
PER CAPITA GIFT	<p>(a) Corporate gift per capita is determined by dividing the corporate gift by the total number of employees.</p> <p>(b) Employee gift per capita is determined by total employee contributions divided by the total number of employees.</p>
PERCENT OF 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 (not longer than a year).
PLEDGE CARDS	Form used by corporations, employees and all individual prospects to submit their United Way contribution. It specifies method of payment.

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<i>REPORT ENVELOPE</i>	The results of an organization's completed campaign which includes total dollar amount, number of contributors, total cash, total payroll deduction, number of employees, designations, leadership givers, etc.
<i>REPORT MEETING</i>	A meeting held during the campaign for the purpose of receiving reports from all campaign divisions in order to announce publicly the progress of the campaign.
<i>SOLICITOR/EDUCATOR TRAINING</i>	Training sessions, given by Loaned Executives, staff and/or employee campaign coordinators (ECC's) to train volunteers to solicit employees within companies.
<i>SUPPLIES</i>	Include pledge cards, brochures, posters, videos, reporting forms, etc... all provided by United Way.
<i>UNCOLLECTIBLES</i>	Collection loss from unpaid pledges or payroll deduction, mainly as a result of unemployment, deaths, and people changing jobs or moving out of the area.