
EMPLOYEE CHARITABLE GIVING CAMPAIGN **FAQS**

We believe that no one organization alone, in isolation, can solve complex community problems. GGUW's **Community Impact Fund** provides an effective method for individuals and businesses to support multiple programs that play an important role in improving the lives of babies to seniors in our community. **As a leader in collective impact-driven work**, we are innovating the way people, organizations, and systems work **together** to make a real **lasting impact in our community**.

What is a Workplace Employee Charitable Giving Campaign?

- It is part of our annual fall fundraising campaign. Businesses offer their employees the opportunity to learn about and invest in the communities where they live and work.
- Their dollars are combined with donations from individuals, businesses and foundations into a Community Impact Fund. These funds support a variety of local nonprofits and services that address community challenges throughout Gallatin, Madison, Meagher and Park Counties.

How will a Workplace Charitable Giving Campaign benefit our business and our employees?

- A workplace campaign is an employee benefit. You provide an effective method for employees to support multiple programs that play an important role in improving the lives of babies to seniors in our community.
- Workplace campaigns provide an opportunity for employees to learn about local community needs, challenges, and successes.
- Workplace campaigns help employees become familiar with available local resources.
- Workplace campaigns provide information on volunteer opportunities.
- Workplace campaigns provide an opportunity for management to communicate their commitment to our community.

How many employees does a company need to run a campaign?

- We welcome any size business. Your staff can be as small as 2-3 people. A campaign is about participation and connection to community.

If the Business/employees already donate to specific causes, why add Greater Gallatin United Way?

- GGUW's Community Impact Fund provides an effective method for individuals and businesses to support multiple programs that play an important role in improving the lives of babies to seniors in our community. The focus is on issues rather than specific programs.
- Businesses and individuals appreciate the ease of supporting well-vetted local programs and services through a single organization.
- Employees find that donating overtime through payroll deduction, EFT or credit card payments is convenient and allows them to make a larger overall contribution.
- We can customize your company-branded online pledge site to include your specific causes.

What is the process for investing our donations?

- Awarding dollars raised from the Community Impact Fund to area nonprofits is one strategy we take to tackle priority community issues. It is a community-driven, volunteer-based open and competitive annual grant process.
- Volunteers and our Board of Directors evaluate each applicant's strength, capacity, effectiveness, and potential for sustainability. Volunteer CPAs assess the cost-effectiveness of the programs, whether they are financially accountable and demonstrate a financial need.

What are the steps to a workplace campaign?

- Contact GGUW for a discussion and planning meeting.
- Select a campaign coordinator within your company. This person is the main contact for your staff and GGUW.
- Schedule a campaign period sometime between August and February. The campaign typically runs 1 to 2 weeks during the same period every year.
- Schedule a "Campaign Kickoff" presentation/event with GGUW. We work hard to deliver a meaningful and informative presentation. The presentation/event signifies the start of the campaign. If a presentation isn't feasible, we can customize a digital-only campaign and provide you with email templates and all the information you need.
- At the kickoff, GGUW distributes a pledge form, or we can do an online campaign. GGUW and/or the Campaign Coordinator provides instructions on how to complete the form, the deadline for submitting the pledge form, and who to deliver the form to (typically the campaign coordinator).
- The Campaign Coordinator is available to support employees and the campaign. They often check in with staff who have not submitted a pledge and are available to answer questions.
- The Campaign Coordinator provides pledge forms or electronic pledge information to the payroll department. Payroll enters the deductions similar to other payroll deductions and keeps the copy of the form on file.
- Payroll deductions begin the following January and run the calendar year.
- The payroll department determines the frequency and schedule for delivering the payroll deduction payments to GGUW. Payments can be made via check(s) or EFT monthly, quarterly or bi-annually.

What takes place at a Campaign Kickoff?

- The kickoff signifies the beginning of the campaign. Generally, businesses allocate 30 minutes around a regularly scheduled meeting for a presentation by GGUW.
- Depending on your facility, we are able to meet with your team in a break room, conference room or on a loading dock or factory floor. Whatever works best for you and your staff!
- We are available anytime and are happy to accommodate multiple shifts and locations.
- We work hard to deliver a meaningful and informative presentation. The presentation provides information on the current local human service needs and clarifies GGUW's role.
- Employees become familiar with available community resources.
- We ask employees to consider donating. We do not pressure or expect 100% participation.

How does a workplace campaign affect the workplace?

- We work around your schedule and your workplace. You choose the level of involvement that works best for you and your staff.
- Having the support and enthusiasm of management goes a long way. It also demonstrates your commitment to supporting local programs and services that serve the community where your employees live and work.
- The community recognizes businesses and their employees for providing a culture of philanthropy and for their dedication to the community.
- Surveys show that employees and management feel more informed about their community, enjoy the camaraderie of collective giving, experience pride in themselves and their workplace, are thankful to learn about the programs and services available, and appreciate the convenience of giving through payroll deduction.

How does GGUW handle uncollectible pledges?

- We recognize that not all pledges are collectible. Employees may leave the company or they may have personal reasons to cancel their pledge. They can do so at any time by simply contacting the payroll department.

Who is our contact at Greater Gallatin United Way?

- Sylvia Drain, Director of Donor Engagement, 406-587.2194, Sylvia@GreaterGallatinUnitedWay.org