

Campaign Giving Guidelines

HOW MUCH CAN I GIVE

United Ways around the country have developed a suggested guide for generous pledging. The guidelines ask donors to consider pledging the equivalent of 60 or 100 minutes of pay per month.

'Fair Share' (60 minutes) is – 1 hours pay/month

'Helping' (100 minutes) is – 1.0% pay/month

ANNUAL SALARY	60 MIN./MONTH	DONATION/YR.
\$10,000	\$5	\$60
\$20,000	\$10	\$120
\$30,000	\$15	\$180
\$40,000	\$20	\$240
\$50,000	\$25	\$300
\$60,000	\$30	\$360
\$70,000	\$35	\$420
\$80,000	\$40	\$480
\$90,000	\$45	\$540
\$100,000	\$50	\$600

ANNUAL SALARY	100 MIN./MONTH	DONATION/YR.
\$10,000	\$8	\$100
\$20,000	\$17	\$200
\$30,000	\$25	\$300
\$40,000	\$33	\$400
\$50,000	\$42	\$500
\$60,000	\$50	\$600
\$70,000	\$58	\$700
\$80,000	\$67	\$800
\$90,000	\$75	\$900
\$100,000	\$83	\$1,000

EVERY DONATION COUNTS

The beauty of supporting United Way is that it brings everyone's donation together to make the greatest impact.

\$1 PER WEEK (\$52 / ANNUALLY)

The cost of a weekly candy bar provides – over 200 pounds of nutritious food for a struggling family

\$5 PER WEEK (\$260 / ANNUALLY)

The cost of a weekly cup of coffee provides – a gas card for five cancer patients to ensure they can travel for specialized care

\$10 PER WEEK (\$520 / ANNUALLY)

The cost of a weekly movie provides – a tank of propane gas for a family

\$20 PER WEEK (\$1,040/ANNUALLY)

The cost of a weekly manicure provides – a match between a child and a caring mentor for a year, changing both lives forever

\$30 PER WEEK (\$1,560 / ANNUALLY)

The cost of a weekly dinner out provides – 15 nights of shelter and counseling for a victim of violence and their child

\$50 PER WEEK (\$2,600 / ANNUALLY)

The cost of a weekly golf outing provides – materials for six wheelchair ramps

GIVE. ADVOCATE. VOLUNTEER.

