



United Way of
Greater Kansas City

THE CIRCLE OF CARING

An exciting opportunity for your organization to be publicly recognized for your outstanding United Way involvement and support for our community.

The Circle of Caring is intended to thank you in a way that will help your organization become a more successful competitor in your industry. When you qualify for Circle of Caring, your organization becomes more visible in the business community. United Way will provide public recognition, including a link on our web site back to your company's site.

You can help ensure your organization's eligibility by structuring your United Way activities around the criteria listed below. Employees will be proud of the additional prestige this honor will bring to their workplace. Customers and clients will seek opportunities to do business with organizations that display this symbol of a caring company – the Circle of Caring.

Organization Name _____

The following are requirements for being recognized as a Circle of Caring member:

- An EMPLOYEE PER CAPITA (total employee pledges divided by total number of employees) must equal \$100 or more.
- Making a corporate gift.
- Offering employee giving through payroll deduction.

In order to qualify, you must also be able to check “yes” to at least 10 of the following 18 questions for your most recently completed campaign. Did your organization...

- Participate in Day of Caring?
- Have at least one Leadership giver or Young Leader's Society member (\$1,200 or more) for each 50 full-time employees (or fraction thereof)?
- Have a separate solicitation to promote overall Leadership giving?
- Have a separate solicitation for Tocqueville, YLS, WLC, or Leadership Next?
- Solicit and raise funds from retirees?
- Achieve 50% or greater donor participation?
- Have 25% of all your donors qualify for Caring Club?
- Achieve employee pledge growth of 10% or more?
- Have employees who volunteered for United Way in the previous year (besides Day of Caring)?
- Use personalized pledge cards or United eWay?
- Have a representative employee campaign steering committee?
- Hold solicitation meetings?
- Use incentives to promote step-up giving?
- Provide a Community Resource Consultant?
- Participate by being an event sponsor?
- Base its corporate gift on a 50% or more match of total employee giving or achieve the United Way Corporate Leadership Circle award?
- Educate and solicit every new employee during their orientation period?
- Promote United Way outside your fund raising campaign timeframe in at least two ways? Please specify:

1. _____ 2. _____