CAMPAIGN COORDINATOR HANDBOOK & COMMUNICATION TOOLS

All materials in this handbook can be downloaded at www.acuw.org/campaign-toolkit

650 Grand St. Allegan, MI 49010 269.673.6545 www.acuw.org
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OUR MISSION
We mobilize resources to enhance the Education, Income, & Health of individuals and families.

OUR VISION
We envision a county where all individuals and families achieve their potential and contribute to their communities.

IMPACT STRATEGY
Support, develop and implement a range of impact solutions that improve lives and create stronger communities.

ADVANCING THE COMMON GOOD
For more than 125 years, United Way has focused the caring power of communities to advance the common good.

When you GIVE, ADVOCATE or VOLUNTEER at Allegan County United Way - through your workplace campaign or as an individual - you join forces with thousands of your neighbors in Allegan County. Together, UNITED, we invest in the building blocks of a better life for all.

In the past year thousands of Allegan County residents reached out to support tens of thousands of their neighbors by giving, advocating and volunteering through United Way. The four impact areas of United Way’s work in the community are: Education, Financial Stability and Health.

The decisions about where to invest the community’s generosity are made by local people who volunteer their time to serve on United Way’s Community Investment panels. Dozens of Community Investment Volunteers dedicated hundreds of hours of time and study to review the community partner programs and make their investment decisions. As a result, 18 local nonprofit health and human service agencies are receiving United Way community investment funds after demonstrating that their work has changed lives for the better.
United Way’s Community Partner Agencies create the building blocks for a better life for all by improving the education, financial stability and health of Allegan County residents.

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**Allegan County United Way Programs:** Volunteer Center, MyFreeTaxes, MySmartMoney and FamilyWize
YOUR ROLE AS A COORDINATOR

THANK YOU for serving as a Campaign Coordinator!

This year's United Way campaign invites you to LIVE UNITED. No matter who we are or what we do, we are all a part of the same community. We believe that education, financial stability and health are the building blocks of a better life. We are working to bring measurable improvements in these key areas to our community.

AS A COORDINATOR, YOU WILL:

• Schedule an introductory meeting with your United Way Relationship Manager
• Coordinate the distribution and collection of campaign materials and pledge forms
• Work with your United Way Relationship Manager to plan events that bring awareness about community issues and United Way throughout the campaign
• Collect a pledge form from everyone who gives, even if it is a continuation of last year's payroll deduction or a one-time gift
• Thank all employees who contribute and thank the members of your campaign team

*Steps to a Successful Campaign are covered in the following pages.

REWARDS OF WORKING ON A UNITED WAY CAMPAIGN:

• Become more connected to the people in your community
• Learn about the critical issues and essential services in your community
• Strengthen relationships with your co-workers
• Demonstrate your leadership skills
• Develop and sharpen your project management skills

Your role as coordinator is crucial to the success of our community. Without you, Allegan County United Way could not support the programs that provide the needed services in our community. THANK YOU!

Your United Way Relationship Manager is a staff member from United Way or a person who is volunteering for United Way from a company, organization or agency during the annual community-wide campaign. Their role is to assist you as you plan and implement a successful employee campaign.
HAVE QUESTIONS? NEED HELP?

**Office Location:**

Allegan County United Way
and Volunteer Center
650 Grand Street
Allegan, MI 49010

ph: 269.673.6545
fax: 269.686.5912
web: www.acuw.org

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CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

☐ Meet with your United Way Relationship Manager.
☐ Meet with top management at your company, if appropriate and applicable, to confirm their commitment and level of participation.
☐ Recruit your campaign team, assign roles and responsibilities, and hold planning meetings.
☐ Set a beginning and ending date for your campaign.
☐ Determine a campaign goal and theme.
☐ Order campaign materials and United Way-branded incentives from your Relationship Manager.
☐ Schedule events and work with your United Way representative on a time for them to come speak at your company.

DURING THE CAMPAIGN

☐ Hold campaign events, including a fun kick-off event and special events throughout the campaign to incentivize your co-workers to give.
☐ Invite your United Way Relationship Manager to come and speak at your company.
☐ Send email updates throughout the campaign including goal progress, event info, and/or links to the video.
☐ Create friendly competition between departments or company locations.
☐ Distribute pledge forms or send out info about how to pledge online.
☐ Offer incentives based on timely return of pledge cards, participation and/or specific giving levels.
☐ Take pictures and video of your great events and send them to your Relationship Manager.
  *Your photos may be shared on social media, and in the e-newsletter and the annual report.*

AFTER THE CAMPAIGN

☐ Collect and review pledge forms to confirm that info is accurate and forms are signed, place them in the United Way campaign envelope provided, and connect with your United Way Relationship Manager to arrange for pick-up.
☐ Thank all the employees at your company who graciously gave money or donated their time to volunteer to help our nonprofit community.
☐ Wrap-up meeting with your Relationship Manager – and let us know your feedback so we can improve our service to you!
☐ Congratulate yourself on a job well done and share the results with your colleagues!

ONGOING

☐ Plan year-round volunteer projects – we can help! Contact Susan Henderson at shenderson@acuw.org to organize a volunteer project for your organization.
☐ Your United Way representative will share info with you about how donors’ gifts are making an impact. If you wish, you can share this with your team as well.

THANK YOU for your time and effort!
**“GOLD STANDARDS” FOR CAMPAIGN SUCCESS**

Follow these five evidence-based best practices to increase the success of your campaign and the impact delivered to our community:

1. **PRESENTATIONS**  
A United Way representative or agency speaker shares impact stories and helpful info about community resources with employees

2. **INCENTIVES**  
Even simple campaign perks can add interest and help motivate employee engagement

3. **EVENTS**  
Special events help create enthusiasm and excitement for the campaign

4. **VOLUNTEER ENGAGEMENT**  
Through volunteer events and opportunities, employees are able to invest in their community in a hands-on and meaningful way

5. **CORPORATE MATCHING**  
The company can show their dedication and encourage employee giving by matching a percentage or dollar amount of their employees’ donations
SPREAD THE WORD ABOUT UNITED WAY

TALKING POINTS Helpful Hints When Talking to Your Employees about United Way

Why Give, Advocate, or Volunteer for United Way?
• United Way’s vision is that all individuals in Allegan County achieve their full human potential.

What does United Way do?
• We Live United for the education, financial stability and health of our community. When we fight United, we win United for these building blocks of a better life for all.

How do we Live United?
• We Live United through a number of programs, initiatives, and collaborations, all supported by the giving power of donors just like you! Through these programs, we are able to advance the common good in Allegan County.

Examples:
• Through the FamilyWize program, we work together to help make prescriptions more affordable.
• Through the Call 2-1-1 program, we work together to guide people looking for help to resources that they can really use.
• Through the programs we fund at Resilience and Sylvia’s Place, we work together to prevent domestic and sexual violence.

Call to Action
• Ask your employees to join us today by Giving, Advocating, or Volunteering!

CAMPAIGN MATERIALS

We have a lot of great materials available for you to use to promote United Way’s Campaign throughout your company. Please contact us at 269.673.6545 to learn more.

- Goal Thermometer Posters
- United Way Brochures
- Live United Buttons
- Thank You Posters
- Live United T-Shirt
- Yard Signs

PLEASE CONTACT YOUR UNITED WAY RELATIONSHIP MANAGER FOR MATERIALS
IDEAS FOR EVENTS AND INCENTIVES

PUT THE FUN IN FUNDRAISING:

- Consider a campaign theme—the Olympics, Day at the Beach, Western or Carnival
- BBQs, pancake breakfast, ice cream social, chili cook-off, picnic, potluck or bake sales
- Halloween event - costume contest, candy grams, haunted house or pumpkin carving
- Build participation with sports tournaments—golf, putt-putt, softball, bowling or table tennis
- Set up a race track—tricycle, remote control car or your favorite vehicle
- Use an auction to raise awareness—dessert auction, white elephant auction
- Get creative—cubicle decorating contest, office cookbook, baby picture guessing game
- Get sweet revenge—dunk tank, pie-in-face contest
- CEO car wash

FREE INCENTIVE IDEAS:

- Casual/Jeans Day coupons or stickers
- VIP parking spaces
- Time off with pay

PURCHASED INCENTIVE IDEAS:

- Sports/movie/event tickets
- Gift certificates to local restaurants/shops
- Company logo items
- Trophies or plaques
- Department parties
- Gas cards
THE ART OF ASKING

STEP 1. MAKE YOUR OWN GIFT FIRST
It is easier for others to make their commitment when they know you are a supporter. Your contribution says: I believe in United Way and our community.

STEP 2. INTRODUCTION
Start where you are comfortable. For example, contact those colleagues who have given before or who you believe would support United Way. Build self-confidence. Familiarize yourself with the campaign information. Explain your role as coordinator when you personally contact coworkers about the campaign.

STEP 3. TALK ABOUT UNITED WAY AND THE CRITICAL NEEDS FACING OUR COMMUNITY
United Way focuses resources on significant community needs. Your donation to Allegan County United Way:
- Helps children to be ready to succeed in school and youth to fulfill their full potential.
- Promotes financial stability and independence for individuals and families.
- Improves access to critical health services for all.
- Supports a vital network of programs that help people when they need it most.

STEP 4. GIVE EXAMPLES OF HOW THEIR GIFTS WILL HELP MAKE A DIFFERENCE
Try to personalize the ask with stories and examples of people you know who have been helped.

STEP 5. EXPLAIN THE PLEDGE FORM
United Way provides a powerful way to invest in your community. We offer a very easy payroll deduction option and a variety of other one-time direct gift options for your donation. By giving a gift of $500 or more, you qualify for the Allegan County United Way Leadership Circle Giving Program.

STEP 6. ANSWER QUESTIONS
Respond positively. Every comment is a chance to educate others about United Way and our community.


Still can’t find the answer? Contact your United Way Relationship Manager. Remember, we are here for you!

STEP 7. ASK FOR THE GIFT
Encourage everyone to give through payroll deduction. Small monthly gifts grow to a large annual contribution. Set a clear deadline for turning in the pledge form.

STEP 8. SAY THANK YOU
Say thank you to donors and your campaign team.
FREQUENTLY ASKED QUESTIONS

Q: What does Allegan County United Way do besides raise funds and allocate them to local programs?
A: At Allegan County United Way, our mission is to mobilize resources to enhance the Education, Income, & Health of individuals and families. Citizens all over Allegan County collaborate through United Way to create long-lasting changes that keep problems from happening in the first place. Our broad and deep experience in Ottawa County positions us as the practical, highly effective bridge between individuals and organizations working to make a real difference.

Another way to describe what we do is our community promise: Creating the building blocks of a better life for all by focusing on education, financial stability and health. United Way coordinates and leverages the time and efforts of hundreds of volunteers during campaign and, once the campaign is over, recruits and organizes dozens more volunteers for the Community Investment process, which is how the community decides where to best invest the dollars we all donate. Your United Way also conducts a county-wide community assessment every three years.

Besides all that, we operate county-wide as the go to resource for volunteer engagement. Allegan County United Way makes volunteering simple through Get Connected, an online resource where individuals and groups can post volunteer opportunities and others can find those opportunities.

Put simply, United Way is where you go to GIVE, ADVOCATE, VOLUNTEER…and LIVE UNITED.

Q: How can I be sure my gift is spent wisely?
A: Every year, trained local volunteers study community needs, set goals, review budgets and monitor agencies to make sure that donated dollars are used wisely. Allegan County United Way adheres strictly to stringent standards of accounting and financial reporting set for health and human service organizations.

Q: Is my contribution tax deductible?
A: If you itemize your deductions, your contribution is tax deductible.

Q: If I contribute to Allegan County United Way, where does the money go?
A: Your contribution stays right here in Allegan County to create solutions that impact lives in our local communities. In 2019, Allegan County United Way supports 18 programs at local partner agencies, plus invests in other community support initiatives such as FamilyWize Prescription Assistance, MyFreeTaxes.com and the Allegan County Community Assessment, with plans to expand into additional areas.

Q: What is United Way’s overhead?
A: In an effort to invest more of your money back into our community, we are committed to decrease our overhead costs annually. Last year, Allegan County United Way spent 4.61% of the total raised on fundraising, and 8.04% on administration (salaries, office, rent, supplies, etc...), for a total of 12.65%.
Q: Why should I give to United Way rather than a single agency?
A: One gift through United Way helps more people in more ways than any single agency. More than one in four people in Allegan County receive services from a United Way funded program. Many people need the help of more than one agency or program, so United Way ensures that a full range of services is available by partnering with programs that support:
   • Education
   • Financial Stability
   • Health

Q: Is Allegan County United Way a national or local organization?
A: Allegan County United Way is a separate and autonomous organization from United Way Worldwide. Like the more than 1,400 United Ways across the country, our United Way is directed by a local volunteer Board of Directors so that the most critical issues in our communities can be addressed. Each year our United Way Board reviews its annual investment in United Way Worldwide, which results in important cost savings such as staff training, community research information, campaign products, and ongoing consultation.

Q: Does Allegan County United Way allow donor designations to its community partners?
A: Designations may only be made to nonprofit organizations holding a tax-exempt status from the Internal Revenue Service providing health and human service programs to the residents of Ottawa, Allegan, Kent, Barry, Kalamazoo and Van Buren counties. This includes all United Ways and national organizations that serve the same residents listed above. The minimum contribution that can be designated is a contribution of $52.00. Allegan County United Way puts great effort into fulfilling the wishes of our donors. Designations with incomplete or inaccurate information will be disbursed through the Community Investment process.

Q: Does Allegan County United Way support Planned Parenthood?
A: United Way Worldwide, the leadership and support organization for the network of local United Ways, does not provide financial support to Planned Parenthood.

All funding decisions by local United Ways are made by individual United Ways based on an assessment of local needs. United Way Worldwide does not dictate funding decisions to local United Ways. Allegan County United Way does not fund any Planned Parenthood programs.

No United Way funds are currently used, or have ever been used to support abortion services. Several local United Way partners provide professional family and individual counseling services, which include professional counseling on pregnancy-related problems.

If any of the answers need further explanation or you encounter a question that you are unable to answer, please direct those questions to your United Way Relationship Manager or call the United Way office: 269.673.6545.
CAMPAIGN AWARD CRITERIA

Goal Setting and Awards
Knowing your goals before your campaign kicks off can be instrumental in strengthening overall results. Talk to your leadership and your relationship manager to help set your goals for this year’s campaign!

Use this list of campaign awards and eligibility criteria to guide your path to success:

Community Builder Award:
1. An increase in employee giving from previous year
2. At least $175.00 average employee gift
3. 50% + participation by employees in campaign
4. Employee volunteer involvement (one or more of the following):
   • With United Way (i.e. community investment, campaign, board)
   • Day of Caring
   • Company group volunteer projects in community (does not include individual volunteering at an agency on own time)
5. 3+ employees give at LLC level ($500 or more)

Gold Award
1. Meets 4 of 5 Community Builder Award criteria

Silver Award
1. Meets 3 of 5 Community Builder Award criteria

Out-of-the-Box Award
1. Awarded to one corporate partner
2. Creative theme
3. Original activities

Joe Martella Above and Beyond Award
1. Awarded to one Employee Campaign Coordinator
2. ECC goes “above and beyond” to add excitement to the campaign, help others realize the importance of United Way, and encourages volunteering

Leadership Giving
A Leadership donor is an individual or household who gives $500 or more to the annual community campaign. Lighthouse Leadership Circle members receive recognition on our website and in our annual report.
RESOURCES FOR EMPLOYEES

Dialing 2-1-1 connects people to services such as:
• Budgeting classes
• Emergency food/shelter
• Utility bill assistance
• Rent assistance
• Transitional housing
• Mentoring
• Substance abuse counseling
• Support groups
• and more

IF YOU NEED HELP, CALL 2-1-1
or go to: www.call-211.org/

SAVE UP TO 75% ON PRESCRIPTION MEDICATIONS

Start saving on prescriptions today:

1. Download the FamilyWize app

or

2. Go online to familywize.org to print your card

or

3. Visit the United Way office at 650 Grand St. in Allegan to pick up your card.
Questions? Call us: 269.673.6545
LOGOS

Allegan County United Way Logo

Community Partner Logo

Download our logo: www.acuw.org/logos
If you need logo files in other formats, contact Hillary Hovinga at hhovinga@ottawaunitedway.org

THE FOLLOWING CAN BE DOWNLOADED ONLINE at www.acuw.org/campaign-toolkit:

- Campaign Coordinator Handbook & Communication Tools 2019-2020 (this booklet)
- 2019-2020 Campaign Brochure
- Pledge Form
- Gold Standards
- Campaign Award Criteria
- ALICE Infographic Flyer
- Volunteer Menu
- FamilyWize Info for Employers
- 8.5x11 GIVE poster

More campaign support materials will be added throughout the campaign.
Dear [Employee]

At [Company Name] we strongly believe in being involved in our community. We know it is our responsibility to offer our time, talents and finances to assist those who may be less fortunate and in need. We’ve had a challenging year, but we know that with all our hard work and commitment, we will come through these times as a stronger and more vibrant company.

I am personally committed to the work of our Allegan County United Way. This company, under my leadership, has shown solid growth in its annual campaign with United Way. I do not intend for this campaign to lose ground, or to let down the residents of Allegan County in our time of need. It takes all of us, investing together, to create the building blocks of a better life for all.

Our goal for this campaign is to raise $[amount]. Our participation goal is [percent]% . If you are a current investor with United Way, at the very least I hope you will continue at your current giving level. To do this, please write “same as last year” and sign the form. [Name] from HR will make sure that amount continues. If you are not a current participant, I hope you will choose this year to become a part of the United Way campaign. If you participate at the level of at least [percent]% of your income, you will be eligible for a [name of incentive] from us. That’s how important this is to us.

At the end of the campaign, if we’ve reached our goals, we will have [a pizza and pop lunch] and a drawing for [name of incentive]. Additionally, if we achieve this goal, the company will increase our corporate gift by [amount].

Together, [Company Name] and Allegan County United Way can continue to meet the needs of this community. Your commitment to this company, and to our shared community, is recognized, and I thank each of you.

Dates and details of the campaign will be posted and communicated to you. Thank you so much.

Sincerely,

[CEO Name]
INVEST IN OUR COMMUNITY TODAY!

1 MY INFORMATION (Please print clearly)

First Name  Middle Initial  Last Name

Home Address - Street  City  State  Zip

E-mail Address  Personal Phone  Work Phone

Employer  Year of Birth

☐ I’m retiring this year. Please keep in touch.

2 MY INVESTMENT

☐ EASY PAYROLL DEDUCTION

I will contribute the following amount each pay period:

☐ $1  ☐ $5  ☐ $10  ☐ $20  ☐ Other Amount $______

I am paid:

☐ Weekly (52)  ☐ Bi-Weekly (26)  ☐ Semi-Monthly (24)  ☐ Other ______

Total Gift: $__________________

☐ GIFT ENCLOSED

Please make checks payable to Allegan County United Way.

Total Gift: $__________________

☐ Cash  ☐ Check  ☐ Credit Card

Card #: ________________________
Expires: _________________
CVV: _____________

☐ BILL ME LATER

Total Gift: $__________________

☐ Please Bill Me:

☐ One time  ☐ Quarterly

☐ My gift (please combine my gift with spouse/significant other) of $500 or more per year qualifies for membership in the Allegan Leadership Circle. Names as they should be published: ______________________________________________________

☐ Anonymous Gift

SIGNATURE:  DATE:

☐ I’m retiring this year. Please keep in touch.

☐ My gift (please combine my gift with spouse/significant other) of $500 or more per year qualifies for membership in the Allegan Leadership Circle. Names as they should be published: ______________________________________________________

☐ Anonymous Gift

3 MY IMPACT (Optional)

☐ Community Investment Fund - All Programs  ☐ Health Programs

☐ Financial Stability Programs  ☐ Education Programs

☐ Another United Way or tax exempt non-profit organizations providing health and human services to the residents of Allegan, Barry, Kalamazoo, Kent, Ottawa and Van Buren counties. (Min. $52)

Name and address of agency: ____________________________

Note: Designations may only be made to nonprofit organizations holding a tax-exempt status from the Internal Revenue Service providing health and human service programs to the residents of Ottawa, Allegan, Kent, Barry, Kalamazoo and Van Buren counties. This includes all United Ways and national organizations that serve the same residents listed above. The minimum contribution that can be designated is a contribution of $52.00. Allegan County United Way puts great effort into fulfilling the wishes of our donors. Designations with incomplete or inaccurate information will be disbursed through the Community Investment process.

I am interested in:

☐ Volunteer opportunities  ☐ Community Investment panel member opportunity

Thank you for your contribution through the United Way campaign. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You will also need a copy of your pay stub, W-2 or other employer document showing the amount withheld and paid to a charitable organization. Consult your tax advisor for more information.