



## 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.

Our objective is to say 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 recognition through media exposure and our special recognition kit, including logos and special newsletters targeted at your employees, customers and the public. Additionally, we will recognize your organization on our web site and provide a link back to your company's web site.

**NAME OF ORGANIZATION** \_\_\_\_\_

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) of **\$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 7 of the following 14 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 leadership giving?
- Have 25% of all your donors qualify for Caring Club?
- Have employees volunteer for United Way, or a United Way Agency last year (besides Day of Caring)?
- Use personalized pledge cards?
- Have a representative employee campaign steering committee?
- Hold solicitation meetings?
- Use incentives to promote step-up giving?
- Provide a Community Resource Consultant?
- Implement an individualized recognition program for employee givers?
- Base its corporate gift on a 50% or more match of total employee giving?
- Educate and solicit every new employee during their orientation period?
- Promote United Way throughout the year in at least two ways? Please specify how:  
1. \_\_\_\_\_ 2. \_\_\_\_\_

Plan now to become a member of United Way's Circle of Caring by structuring your organization's United Way activities around these criteria. 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**.