



United Way of Central MA Fundraising and Promotions Policy

Together, United Way and its funded organizations make a difference in the community. In partnership, local organizations and United Way of Central Massachusetts (UWCM) provide support to many in need, promote human development and bring about significant change in community conditions. One of United Way's roles in accomplishing this is as a steward of community fundraising and awarding of grants. To be successful in this and so that we do not work at cross-purposes, UWCM and funded organizations must work together and agree on selected actions. These follow below.

A. Fundraising

UWCM recognizes the right and responsibility of a funded organization to generate support for its programs and to maintain adequate physical facilities and equipment to provide quality service. As partners, UWCM requires that all funded organizations:

1. Participate in the UWCM annual campaign by holding an organizational campaign that includes both staff and volunteers
2. Refrain from, and have others acting on their behalf refrain from, promoting organization specific designations in the UWCM campaign
3. Refrain from payroll deduction solicitation as a fundraising method to benefit the funded organization except in the Community Campaign administered through the United Way. Payroll deduction solicitation is defined as solicitations for annual contributions from employees of organizations using payroll deduction as a method for collecting contributions. If an agency wishes to use this technique internally, they may do so.
4. Support the fundraising efforts of UWCM by selecting one or more of the following options:
 - a. Within a campaign at the agency, promote leadership giving (where appropriate) on the part of the Board, staff and volunteers
 - b. Speak on behalf of UW at campaign events, when requested

B. Promotion of UWCM

UWCM requires that all funded organizations:

1. Display the UWCM logo in a prominent place at the organization's main office
2. Indicate on any written and digital materials about a funded program that the program is made possible in part by funding from UWCM
3. Submit concise "success stories" to be used in UWCM marketing materials and on the UWCM website
4. Promote UWCM by selecting as many options as possible, including, but not limited to:
 - a. Display the United Way Logo on Funded Organization Publications
 - b. Website, digital marketing and social media
 - c. Display UWCM Signage
 - d. Events