



**United Way  
of Central Illinois**

## **CAMPAIGN VOLUNTEERS GLOSSARY**

**ACCOUNT:** Companies or organizations that United Way works with during the campaign.

**AGENCY TOURS:** Arranged tours of selected agencies for groups of employees to get on-site education of services.

**AGENCY SPEAKERS:** Where appropriate, agency speakers are arranged through United Way office to speak at Campaign Presentations.

**ANONYMOUS:** United Way respects the right of donors to be anonymous. In this case, donors name and contact information is submitted to United Way, but United Way will not publicly acknowledge that they are a donor.

**AVERAGE GIFT:** Total gift of all employees divided by the *number of givers*. This calculation is more meaningful when used along with a percentage of participation. Do not confuse with per capita gift.

**CAMPAIGN CABINET:** “Executive Committee” of the community-wide campaign chaired by Campaign Chair.

**CAMPAIGN SUPPLIES:** Materials used in the campaign, such as: pledge forms, brochures, posters, pens, etc.

**CAMPAIGN VIDEO:** A video used as an educational and informational tool for local audiences to enhance giving.

**COMMUNITY BUILDERS:** A recognition level for individuals and families contributing \$500 to \$999 in a year.

**COMMUNITY FUND:** Ensures limited funds make the greatest impact in a community by Vision Councils which review program funding requests and make recommendations.

**COMMUNITY LEADERS GUILD:** Recognition level for individuals and families contribution \$1,000 or more in a year.

**COMMUNITY PARTNERS:** Nonprofit organizations that United Way has a relationship with that may or may not receive funding.

**COMMUNITY-WIDE KICKOFF:** The formal start of the campaign in the community usually held after Labor Day.

**CORPORATE PLEDGE OR CORPORATE GIFT:** An annual contribution in the name of the company.

**DESIGNATIONS:** A donor choice to designate a gift to a specific agency or issue area.

**EMPLOYEE CAMPAIGN COORDINATOR (ECC):** The person appointed by the company to conduct the campaign.

**EMPLOYEE GIVING:** The contributions of employees at their place of employment, accomplished most successfully and effectively through a payroll deduction plan.

**EMPLOYEE GROUP MEETING (OR PRESENTATION):** A brief meeting at which groups of employees are presented to by the ECC, CEO, United Way, and Community Partners, are shown the United Way video, and company incentives and company campaign are discussed.

**LOANED EXECUTIVE (LE):** The Loaned Executive acts as an extension of United Way staff and is used most effectively in conducting and monitoring employee campaigns.

**PAYROLL DEDUCTION:** An opportunity for employees to spread their giving through authorized deductions each payday.

**PER CAPITA GIFT:** Total employee contribution divided by the number of employees in the company.

**PLEDGE:** A promise to make a United Way contribution in installments over a specified period of time.

**PLEDGE FORM:** Used by corporations and individuals to make contributions.

**RUM:** Resources Under Management are allocable dollars given to the Community Fund.

**TOP TIER:** The accounts that have historically had the highest giving totals in a campaign.