

Supplemental Fundraising Policy

Principles guiding this policy are:

Preserving the fund-raising capacity of United Way of Randolph County (UWRC).

Maintaining the independent decision-making authority of agencies. Implementing the policy with minimum burden to the agencies and UWRC. UWRC encourages all member agencies to consider and pursue multiple streams of income to support your work. Typical funding patterns include:

- Grants from foundations
- Government funding
- Direct mail fund raising appeals
- Membership drives
- Fees for services
- Special events

However, in order to support UWRC's capacity to raise dollars to provide allocations to member agencies, the following restrictions are required:

UWRC partner agencies may not at any time during the year conduct organized workplace employee solicitations. An "organized workplace employee solicitation" is defined as a management sanctioned activity to raise agency funds from employees.

Member agencies may not at any time conduct a self-promotion campaign for the purposes of designations.

Agencies may not distribute direct mailings, emails or advertising exclusively and specifically to encourage donors to designate to the agency.

Partner agencies should develop their calendar of fundraising events and appeals with an awareness of the potential impact of these activities on the UWRC annual campaign. In short, unless this event absolutely must happen during this time, avoid jeopardizing the success of the campaign and your partnership with UWRC.

Capital campaigns should be scheduled after consultation with UWRC to ensure that such campaigns are run in a way that minimizes disruption of the annual campaign. UWRC will also work to minimize donor burn out by encouraging cooperation in the scheduling of capital campaigns among local institutions and agency partners.

Individual situations in which member agencies do not adhere to the policy will be brought to the attention of the UWRC Board of Directors for review. The board reserves the right to determine any actions it deems necessary to rectify a situation of non-compliance including a reduction or elimination of allocated funding.

Strong co-marketing efforts between the United Way of Randolph County and our partner agencies are essential if we wish to create a lasting and positive impression in the minds of our donors, clients, volunteers and the full community.

The most fundamental visual element of a brand identity is its brand mark. In an effort to have a consistent message and branding strategy, United Way of Randolph County wants to ensure correct usage and appearance of our brand mark (logo) by our partner agencies.

The United Way of Randolph County brand mark should appear on these items and electronic publications including:

Letterhead Brochures Posters Flyers Other Marketing Materials	Website Presentations Videos Social Media Ads	Office Buildings Program Sites Company Vehicles Public Appearances
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Minimum Size

To ensure the integrity of the United Way brand mark, do not reduce its width to less than .75 inches for print or special usage and 90 pixels or 1.25 inches for screen applications.

Do not stretch or squash or distort the image in any way. The words United Way and the symbol should never be separated.

Placement

The brand mark is to be placed at a distance of half of the symbol square from the right edge of any print or on-screen application. This applies to all versions – with or without the tagline or local identifier.

Brand mark Selection

The brand mark selection guide , will support you in identifying which logo will be appropriate for use in printing the specific job you are working on.

For assistance with this, please contact United Way of Randolph County.