

Orrville Area United Way (OAUW)
Supplemental Fundraising Policy

Fact 1: OAUW encourages partner agencies to seek revenue diversification within their operating budgets. For many nonprofit organizations, special events are a significant source of unrestricted program income.

Fact 2: OAUW utilizes workplace solicitation as its primary source for obtaining campaign revenue, including corporate contributions and employee payroll deductions, and campaign volunteer or mail solicitation of professionals and self-employed individuals.

During the annual United Way campaign period of September 1 – October 31, partner agencies will not conduct nor participate in any form of workplace and/or direct mail solicitation.

As recipients of OAUW funds, partner agencies are expected during the campaign to:

- Provide volunteers for campaign projects and activities such as kickoff, Day of Caring, workplace presentations and other opportunities to increase awareness of agency programs and services.
- Communicate partnership with OAUW via the use of the United Way logo on agency materials and by posting the logo and campaign materials on agency property.
- Conduct in-house United Way campaigns for Board, staff, and clients. This can be accomplished through payroll deductions, one time giving, or anonymous donations, such as in a 'giving jar'.

At any time of year, the OAUW encourages partner agencies to organize and conduct special events and benefits, as well as seek corporate sponsorships of such events or benefits, to support programs and services offered to the residents of Eastern Wayne County. While it is not required, partner agencies are encouraged to share their annual plans for fundraising with the OAUW so that we might support these efforts. Notification for capital campaigns for the purchase, expansion, or major renovation of physical facilities or technology must be submitted to the United Way at least five months prior to the beginning of the capital campaign, and must observe the September 1 – October 31 'blackout' period for initial contact solicitation of donations and any promotions and events.