

# How to Incorporate *Caring Club*<sup>®</sup> Into Your Campaign

Promoting the *Caring Club* recognition program as a “thank you” from the community during your campaign kickoff is a terrific way to build excitement. The *Caring Club* will attract new donors as well as help increase gifts from your employees giving below the *Caring Club* minimum gift of \$156 annually (\$3/week).

1. Share and post the *Caring Club* list of retailers providing discounts in common areas in the workplace such as a break room. Ask each department to post or distribute lists where their employees will see it.
2. Include *Caring Club* promotional piece in all pledge packets.
3. Include messages about the *Caring Club* in emails sent during the campaign to remind employees about the criteria and the opportunity for membership. Have them visit [www.mycaringclub.org](http://www.mycaringclub.org) to view the list of participating retailers, as they are updated regularly.
4. Discuss the 3 requirements for membership in scheduled group meetings. Distribute a *Caring Club* retailer list (provided by United Way) at meetings to generate awareness of the discounts being offered.



#### Eligibility Requirements:

1. donate a minimum gift of \$156 annually (\$3/week)
2. invest in the Community Impact or one of our Targeted Care Funds
3. employees must provide their home and email address on the United Way pledge form **Note: cards will not be mailed to the workplace**

5. Turn in the pledge form to United Way for processing of the *Caring Club* cards and inform employees that their *Caring Club* card will be mailed to their home during the 1st Quarter of 2007 when United Way’s campaign concludes.

**For electronic and national campaigns** – distribute and collect special registration forms to qualify and confirm membership

*Remember that United Way does not sell, trade or disclose its donors’ personal information.*

## Thank you and have fun!

For more information visit us online at [www.mycaringclub.org](http://www.mycaringclub.org) or contact a *Caring Club* Coordinator at [caringclub@uwone.org](mailto:caringclub@uwone.org) 617-624-8032 for more information.

# Caring Club<sup>®</sup> Commonly Asked Questions

## What is the *Caring Club*?

The *Caring Club* is a donor recognition program and a thank you to those who support United Way in their community. *Caring Club* members receive special offers from area businesses that recognize their contributions that make our community stronger. Members earn great discounts on food, entertainment and other valuable services.

## Eligibility requirements:

- donate a minimum gift of \$156 annually (\$3/week)
- invest your gift in the Community Impact Fund or one of our Targeted Care Funds (Children, Youth, Employment, Housing)
- provide your home and email address

## How do you get the home addresses of donors?

Each donor must provide the home and email address on their pledge form and complete the other requirements to become a *Caring Club* member. If your company uses their own pledge form, then donors must complete the *Caring Club* registration form and turn it in to United Way to qualify. A copy of the pledge and/or registration form is available to you when you sign up.

## Do members have to give a home address?

Yes; we will be sending personalized cards directly to the homes of members during the 1st quarter of 2007. We are not allowed to send mail and solicitation materials to individuals at most companies.

## How/when do you distribute the cards?

We personalize the cards and mail them to the home address we receive. Qualified contributors during United Way's 2006-07 campaign will be eligible to receive a *Caring Club* card. Cards will be mailed during the 1st Quarter of 2007.

## Will United Way sell member addresses or mail members United Way materials continuously?

United Way does not rent, sell or trade their lists of donors. United Way maintains the strict confidentiality of its member list. We will send *Caring Club* members periodic updates on new vendors (mostly through email) and United Way projects.

## If someone pledges and receives a card, then cancels their pledge, do they keep their card?

We do not ask them to send the card back. We are trying to build relationships and in most cases, we will not even know, as most companies do not inform us of donor cancellations.

## What are the IRS guidelines around the value placed on the cards?

See IRS Publication 1771 on Charitable Contributions. The value is determined by each United Way (see below for disclosure).

The amount deductible for federal income tax purposes is limited to the excess of the money contributed over the fair market value of the goods/services received in exchange for this contribution. The fair market value of the *Caring Club* card is \$25. Members may wish to consult their tax advisor with regard to their personal tax situation.

## Where could members provide feedback of good or bad experiences with the retailers?

If the donors are happy or unhappy we want to hear about it. The positive experiences in other communities that offer *Caring Club* outweigh the negative by far. The few problems experienced from retailers in other cities were easy to resolve and usually the result of a miscommunication within the company. Members are welcome to contact our Help Desk at [caringclub@uwone.org](mailto:caringclub@uwone.org).

## Are other United Way's participating in the *Caring Club*?

Yes; currently 28 United Ways across the country have implemented the *Caring Club*.

## Can *Caring Club* members contact you?

Yes; *Caring Club* members are welcome to contact our Help Desk at [caringclub@uwone.org](mailto:caringclub@uwone.org) year-round to change their address, make name changes, and to ask for a replacement for a lost or stolen card.

## Are the discounts offered valid for only one visit or multiple visits?

Most merchant agreements are for the entire year. Members can frequent those businesses as many times as they wish throughout the year. There are some retailers who have agreed to one-time only offers and some that ask members to access the coupons from our website.

**For more information on the *Caring Club* contact 617-624-8032 or [caringclub@uwone.org](mailto:caringclub@uwone.org). Visit us on line at [www.mycaringclub.org](http://www.mycaringclub.org).**