

Why Payroll Deduction...

Why conduct a payroll deduction campaign within your company?

It's a service to your employees. For many people, writing a \$25.00 check to support fundraising campaigns such as a walk-a-thon or dinner/dance can be difficult. They think of all the other ways that money can be used to benefit their own family. But with payroll deduction, your employees can have as little as \$1.00 taken from their check each pay period. Your company holds that money in account and sends it in bulk to United Way each quarter. The employee will never miss that \$1.00 because it never came in their check. It doesn't have to be budgeted into their other bills and, at the end of the year; they have a charitable donation to deduct on their taxes!

It's a way to give back to the community. Small companies, with as little as 5 – 10 employees are important too. Every bit helps in advancing the common good of Jackson County! Whether your company raises \$500.00 or \$50,000.00, it's all important to us! All recognition from the United Way office is based on percentage of increase over the prior year or over the company's set goal.

It's a way to foster morale within your company. Many companies host incremental fundraising activities such as bake sales, employee fairs and other promotional events. These events, in addition to the overall company campaign, bring the employees together for a common cause. They feel good about themselves, their co-workers and their company by participating in the United Way campaign. The employee who leads the overall campaign effort, called the Employee Campaign Chair (ECC), also feels connected to the community through ECC luncheons, and helping to organize volunteer opportunities. United Way keeps in close contact with the ECCs throughout the campaign.

Your company can get involved too! You can show your employees that the company supports their effort with a corporate gift or by matching their gifts at a certain percentage! It all helps to build the campaign and advance the common good!