



Campaign 2011 Personalized Pledge Forms

The use of personalized pledge forms is a great way to engage donors and increase your campaign results. Simply provide United Way with an electronic list of your employees and we'll do the rest!

Year after year results have indicated that personalized pledge forms have a significant impact on employee donations and overall campaign growth.

To arrange personalized pledge forms for the upcoming campaign, complete the attached request form and forward it to United Way, along with a current electronic employee file in **Excel or Comma Delimited**. You may wish to include fields such as location and department to assist with the easy distribution of packages. In addition, you may want to include employee identification numbers to help your payroll department with pledge form processing. Once United Way receives both the request form and the file **we require 10 working days** to produce the personalized pledge forms.

United Way will then provide sealed personalized pledge packages for your employees. The package will include a letter from our 2011 Campaign Chair, Dr. Michael Percy a campaign brochure, personalized pledge form and return envelope. The return envelope ensures your employees are able to keep their donation confidential.

Please do not hesitate to contact your United Way Representative at 780-990-1000 with any questions or concerns regarding this pledge form option.

PERSONALIZED PLEDGE PACKAGE REQUEST FORM

United Way requires 10 working days to produce the personalized pledge forms once **both** the request form and data file have been received from you. Please complete this form and return it to your United Way Representative.

Organization Name: _____

Your Name: _____ Your email: _____ Your Phone: _____

MANDATORY DATA & PRINT REQUIREMENTS

How many employees does your organization currently have (please include full and part time)? _____

Please indicate the number of pay periods your organization has: o 12 o 24 o 26 o Other: _____

United Way has two fields that are mandatory for the personalization of pledge packages: *First Name* *Last Name*

Please indicate which fields from your data file you would like printed on the pledge forms and which fields should be visible through the window envelope:

- | | | | |
|------------------------|---|------------|--|
| 1. <i>First Name</i> | Visible in Window <input checked="" type="checkbox"/> | 5. _____ | Visible in Window <input type="checkbox"/> |
| 2. <i>Last Name</i> | Visible in Window <input checked="" type="checkbox"/> | 6. _____ | Visible in Window <input type="checkbox"/> |
| 3. <i>Company Name</i> | Visible in Window <input checked="" type="checkbox"/> | 7. _____ | Visible in Window <input type="checkbox"/> |
| 4. _____ | Visible in Window <input type="checkbox"/> | 8. _____ | Visible in Window <input type="checkbox"/> |

Please identify which fields you would like the pledge forms sorted by (ie. Last Name, Department):

- 1.
- 2.
- 3.

OPTIONAL DATA & PRINT REQUIREMENTS

Do you require a special information line to be printed? This can be a maximum of **36** characters including spaces.

Yes please print the following on all pledge cards: _____

OFFICE USE ONLY

Organization: _____ Constituent ID _____

Date Requested: _____ Date Required: _____ am or pm

United Way Contact: _____ Organizational Contact: _____

Package Details: Standard Other _____ Sample Attached Approval _____

Are there employees from outside the Alberta Capital Region included in this file that require pledge packages?

Yes, please produce packages No packages are required

Please return this form with your data file to your United Way Representative.