

United Way of Warren County Campaign Glossary of Terms

Account	A company/organization which runs a United Way campaign.
Account Manager	Key Campaign volunteers who work closely with Workplace Employee Campaign Coordinators (ECC) to advise, assist, and monitor the running of a company campaign as well as convey important information and upcoming dates.
Allocation	Funds granted to an agency for specified programs.
Allocation Process	Process through which volunteers review partner applications for United Way funds to ensure that they meet identified community needs. Volunteers determine the appropriate level of funding, if any, each program will receive.
Campaign Cabinet	Volunteer committee led by the Campaign Chair(s), to monitor and review the campaign status and set campaign goals.
Campaign Chair(s)	Chief volunteer leader of United Way campaign.
Corporate Gift	Annual contribution made in the name of the company, separate and apart from the employee giving.
ECC	Workplace Employee Campaign Coordinator is the employee(s) at each participating company/organization who works directly with their co-workers encouraging campaign participation and coordinating campaign activities. ECC's report their results to their assigned Account Manager.
Employee Goal	An established dollar amount or percent increase that represents the desired total contribution in an employee campaign. This amount should be based on potential growth for giving.
Kickoff Luncheon	The "formal" start of the campaign which receives community-wide attention.
Leadership Giving	A campaign effort that encourages gifts of \$365 or more to the general campaign fund. Recognition is authorized by employee by checking the appropriate box on pledge form.
Loyal Contributor	Loyal Contributors are donors who have given to any United Way consistently for 10 years or longer, regardless of gift size.
Per Capita Gift	The campaign measurement arrived at by dividing the combined total of the corporate, special event funds, and employee contributions by the total number of employees.
Special Event	Public or company event designed to attract positive attention to the campaign, keep the public informed, and motivate volunteers and donors. Examples are corn hole tournament, bake sale, employee carnival, dunking booth, ice cream social, etc.