



LIVE UNITED

2016 United Way Campaign Grant Matching Opportunities

Matching Opportunity	Campaign Segment	Outputs
2:1	<p>Stagnant Leadership Donors- Leadership donors who have been at the same giving level for the past 5 years.</p> <p>E.g. \$1,000 leadership donor increases 2016 or 2017 gift to \$1,500 (\$500 increase) and UWSWI is able to receive \$1,000 in additional matching funds.</p>	<p>97 leadership donors identified at the same level the past 5 years.</p> <p>If these 97 leadership donors increase to the next giving level, that is a \$300,000 opportunity.</p>
<p>Up to \$15,000</p> <p>Total Campaign \$\$</p>	<p>Increase Workplace Campaign Participation Percentage by 5% over prior year</p>	<p>44 workplace campaigns identified have the potential to increase participation percentage by 5%</p> <p>If these 44 workplace campaigns increase participation percentage by 5%, at average gift amount, will increase revenue by \$120,248 and allow us to capitalize on matching funds up to the amount of \$640,300.</p>
1:1	<p>Increase in Small Individual Gifts</p> <p>E.g. new gifts of \$100 or more and increases in gifts over the year prior in the amount of \$100 or more will qualify for a 1-to-1 match.</p>	<p>Target established at \$200,000</p>
1:1	<p>New and/or Lapsed Workplace Campaigns</p> <p>E.g. New or lapsed campaigns to be matched dollar for dollar</p>	<p>Target established at \$200,000</p>