



THE CAMPAIGN - HOW IT WORKS

Expanding your workplace giving program is easy. It gives your employees so many more choices in making donations to charitable organizations addressing their concerns. And, it gives your company the opportunity to further emphasize its aim of 'giving back' to the community.

Here's all we ask of you:

Distribute a Community Shares pledge form and brochure to each employee. If your workplace currently runs another campaign, distribute CS materials simultaneously with other appeals. Most employers run their campaign between Labor Day and Thanksgiving. If your company is "green" we have electronic materials and can set-up an easy to use online giving process. You do what works for your employees—paper, electronic, or both!

Increase awareness of your employee giving campaign and promote informed giving. Gather interested employees for a 5-minute presentation from Community Shares. Community Shares' staff and volunteers are available at any time. Though not required, a personal appeal gives employees a better understanding of their giving options and a chance to ask questions. This may be done jointly with other workplace charities.

Upon the close of your campaign period, **collect all employee pledge forms and return the Community Shares copies** and any cash donations. Our staff is available to assist in filling out the campaign summary, help review and tally pledge forms and input information in Excel format. We will provide all support necessary to make your campaign run easily and effectively. Make sure you keep copies of the forms for your files, and submit any payroll deduction pledges to your payroll administrator.

Your Payroll Administrator should transmit payroll deduction contributions to Community Shares on a monthly, bi-monthly or quarterly basis. We track all agency designations and distribute funds to our member agencies accordingly.

Contact the Community Shares office at 216-361-9920 to learn more about adding choice in giving to your company's employee giving campaign. We'll answer any questions you have, and provide all the information you need to include Community Shares in your next workplace giving campaign.

FREQUENTLY ASKED QUESTIONS

Q. What is Greater Cleveland Community Shares?

A. Greater Cleveland Community Shares is a cooperative federation of 45 diverse nonprofit organizations that have come together to strengthen communities through human and financial resources. Through paycheck deduction contributions and direct gifts, our donors help these organizations fulfill their missions. Community Shares started in 1984 and since our inception has invested \$17 million in donor funds in our Greater Cleveland community.

Q. How do charities qualify for Community Shares funding?

A. Community Shares' organizations must comply with a number of standards. They must be based in Northeast Ohio; show that they have a demonstrated base of constituency support and involvement. Members must be at least two years old; be recognized by the IRS as a 501(c)(3) tax exempt organization; be current with their State of Ohio Charities Registration; submit annual financial information, including the IRS 990 and, if applicable, audits and must be governed by a volunteer board of directors. An on-site visit is an excellent way to see how an agency spends its money. Contact information for every agency is included in our brochure.

Q. How can I trust that my donation will be used wisely?

A. Community Shares is an accredited charity of the Better Business Bureau, which reviews our administration. All our members are held to high standards of nonprofit excellence.

Q. What is your administrative fee?

A. The percentage of workplace donations retained by Community Shares is 15%. We endeavor to keep our overhead low. Community Shares utilizes volunteers from our member agencies to cooperatively manage and govern Community Shares.

Q. Is there a minimum gift? I can't give a lot.

A. Community Shares *does not* have a minimum gift amount. No gift is too small because we believe that by the entire community participating in this type of giving we all make a difference. We would like to see everyone participate in the giving process. Every gift counts.

Q. What if I don't want to go through my payroll to make a pledge or donation?

A. That is fine! You can make a one-time gift by check or credit card.

Q. What is the difference between designating Community Shares and designating to a member organization of Community Shares?

A. Contributions designated to Community Shares are used to pay for our campaign/program costs. If you want to support *all of our member groups*, select to give to the general fund. If you would like to select only *some* of the Community Shares members, indicate those on your pledge form and the amount for each. You can also pledge half to your favorite agency(ies) and half to the general fund.

Q. How is the Shares general fund distributed?

A. Contributions designated to the Shares general fund are distributed equally to members after the 15% administrative fee is deducted.

Q. What if our employees don't like some of your agencies?

A. Community Shares is a diverse community of organizations. Not everyone is going to personally support all the causes represented by any given umbrella organization. Our fund is structured so that you may contribute to all of the organizations or choose specific agencies. No one has to give to a cause they do not support. We highly encourage donors to designate the agency or agencies they care about most.

Q. My favorite charity is not a member of Community Shares. Can I support them instead?

Community Shares believes in donor choice. You may also make a designation to the charity of your choice, as long as it is a 501c3 organization with current registration as a charity by the State of Ohio Attorney General. To do so, simply indicate that organization's name (and address if you have it) on your pledge form. Non-member funds are distributed to organizations once a year.

Q. Why should I give through Community Shares instead of directly to the agency?

A. We do not want to discourage you from giving to agencies directly. Payroll contributions are another way for you to support your community. Payroll contributions work for many people because it:

- 1) is an easy system that works;
- 2) may allow you to give more money because it is spread over a year's time.

One reason people like payroll contribution campaigns is because they are a low-cost way to educate and inform the community at-large and to recruit donors and volunteers. You support this concept by contributing through Community Shares.

Q. If I give to Community Shares will I be deluged by direct mail solicitations?

A. Community Shares will acknowledge your pledge and notify the member charity of your gift. We honor your privacy, so you can also make your gift anonymously. Unless otherwise notified, Community Shares provides our member charities with your name and contact information for your donation and they may send a separate acknowledgement or materials. We ask that our members be respectful of your privacy and ask donors if they would like to receive materials and provide them with an option not to be added to a mailing list. Community Shares does not rent, sell or exchange our lists.