

# Explanation of Pledge Card

## 1. Personal Information

Please print name, workplace, and home and e-mail addresses and provide a day-time phone number.

- a. Why all the questions?: Are you a long time donor?, New donor?, etc.—United Way cares about our donors.
- b. Personal information is kept confidential. United Way does not sell trade or give donor information to any sources. The only exceptions are designation information and listing names for donor recognition, unless the donor has requested to remain anonymous.

## 2. Giving Options

- a. **Payroll deduction** is the easiest and most convenient way to give.
- b. Other ways to make a gift:
  - **Electronic Funds Transfer** – attach a voided check and indicate monthly or quarterly withdrawals.
  - **Bill to home address** – (\$50 minimum) indicate monthly, quarterly, or give a specific date.
  - **Cash or Check** – payable to United Way of Etowah County
  - **Stock or Securities** – call the United Way office 547-2581 to facilitate.
  - **Credit Card** – provide card number, expiration date, and for Discover include the 3-digit security code.
- c. **Authorized Signature** – Your signature completes your pledge, gives authorization for the payroll deduction and /or the credit card transaction.
- d. **My Gift Qualifies for Recognition** – United Way gives public recognition for gifts of \$1000. Couples can combine their gifts for recognition. If both amounts given add up to \$1,000, indicate if you qualify as:
  - Leadership Givers - \$1,000 and above
  - If a combined gift, list spouse name, workplace, and spouse's gift.