

# CAMPAIGN GIVING GUIDELINES

## HOW MUCH SHOULD I GIVE

United Ways around the country have developed a suggested guide for generous pledging. The “Time to Care” guidelines ask donors to consider pledging the equivalent of 60 or 100 minutes of pay per month.

Sixty minutes is calculated as .6% of gross monthly earnings, and 100 minutes is 1.0%

ANNUAL SALARY	60 MIN./MONTH	DONATION/YR.
\$10,000	\$5	\$60
\$20,000	\$10	\$120
\$30,000	\$15	\$180
\$40,000	\$20	\$240
\$50,000	\$25	\$300
\$60,000	\$30	\$360
\$70,000	\$35	\$420
\$80,000	\$40	\$480
\$90,000	\$45	\$540
\$100,000	\$50	\$600

  

ANNUAL SALARY	100 MIN./MONTH	DONATION/YR.
\$10,000	\$8	\$100
\$20,000	\$17	\$200
\$30,000	\$25	\$300
\$40,000	\$33	\$400
\$50,000	\$42	\$500
\$60,000	\$50	\$600
\$70,000	\$58	\$700
\$80,000	\$67	\$800
\$90,000	\$75	\$900
\$100,000	\$83	\$1,000

## EVERY DONATION COUNTS

THE BEAUTY OF SUPPORTING UNITED WAY IS THAT IT BRINGS EVERYONE’S DONATION TOGETHER TO HAVE THE GREATEST IMPACT

### \$1 PER WEEK (\$52 / ANNUALLY)

THE COST OF A WEEKLY CANDY BAR PROVIDES OVER 200 POUNDS OF NUTRITIOUS FOOD FOR A STRUGGLING FAMILY

### \$5 PER WEEK (\$260 / ANNUALLY)

THE COST OF A WEEKLY CUP OF COFFEE PROVIDES A GAS CARD FOR FIVE CANCER PATIENTS TO ENSURE THEY CAN TRAVEL FOR SPECIALIZED CARE

### \$10 PER WEEK (\$520 / ANNUALLY)

THE COST OF A WEEKLY MOVIE PROVIDES A TANK OF PROPANE GAS FOR A FAMILY

### \$20 PER WEEK (\$1,040 / ANNUALLY)

THE COST OF A WEEKLY MANICURE PROVIDES A MATCH BETWEEN A CHILD AND A CARING MENTOR FOR A YEAR, CHANGING BOTH LIVES FOREVER

### \$30 PER WEEK (\$1,560 / ANNUALLY)

THE COST OF A WEEKLY DINNER OUT PROVIDES 15 NIGHTS OF SHELTER AND COUNSELING FOR A VICTIM OF VIOLENCE AND THEIR CHILD

### \$50 PER WEEK (\$2,600 / ANNUALLY)

THE COST OF A WEEKLY GOLF OUTING PROVIDES MATERIALS FOR SIX WHEELCHAIR RAMPS

GIVE. ADVOCATE. VOLUNTEER.  
[www.unitedwaymidland.org](http://www.unitedwaymidland.org)

