Notes from United Way Meeting  
July 24, 2013

Why do you give?

- Video (from Washington University, St. Louis) showed colleagues and put the face of the United Way in front of people. The video was showed at staff meetings. It gave me a personal connection

- Feels good to give

- Because I use the organizations—we need to show the personal connection

- Personal connection—learning what United Way does

- It is easy to give—particularly with payroll deduction

- Easy and meaningful to give. I want to help and I want it to be easy

- I trust where the donation is going

- I have seen funding dry up at various organizations and I know how hard it is to provide services with less money

- Strong community with strong services

- You can direct your gift—anywhere—other counties, other organizations

- When I really understood that 100% of my gift goes to the organization (thanks to Cornell being a Corporate Cornerstone) I was more willing to donate

- A large group of volunteers reviews organizations and look at all the details to ensure that dollars are spent wisely on a demonstrated need. Kind of like the good housekeeping seal of approval. Hard evidence exists to back this up

- Any amount helps and we are all so lucky—easy to realize that the cost of a soft drink can help in real, impactful ways

- Opportunities to volunteer through volunteer center

- It’s easy—you and your community benefit. Great ripple effect
Why don’t people give?

- People are not asked specifically
- Anti-Cornell sentiment
- People give to other organizations separately
- Lots of competition for charitable donations
- People are not well informed—get more in front of them
- Spouses/partners give

Ideas

- Look at spouse/partner giving—both at Cornell—maybe we are only counting one
- Talk about United Way at a staff meeting – make a personal connection
- Ask people to give face-to-face
- Video that highlights Cornell staff/faculty who have benefitted from United Way agencies
- Try to do something monthly like Facilities to keep United Way in the forefront (Carnations, ice cream, ugly sweater competition, raffles)
- Use regular staff meetings and newsletters to keep United Way in the forefront
- Participate in on-campus events
- Have monthly giveaways
- Add your United Way affiliation to your email signature with a link to Cornell United Way website
- Get/use tools, posters, letters etc...on the Cornell United Way website
- Handwritten thank you notes