



UNITED
WAY



ANNUAL CAMPAIGN GUIDE

2026

8 WAYS TO GET INVOLVED

At United Way of the Greater Lehigh Valley, we're committed to helping donors and partners achieve their philanthropy goals. By getting involved in a variety of ways, you can deepen your impact in the community and connect your employees to the causes that are most meaningful to them while directly helping more than 100,000 kids, families and older adults. When we unite around the shared purpose of building thriving communities, everyone benefits.

1. MAKE A CORPORATE GIFT

Support causes you and your employees believe in, and your company will be recognized for your charitable contribution.

2. JOIN A GIVING SOCIETY ►

Represent your business or organization within a thriving network of community leaders who all share a passion for philanthropy.

3. RUN A WORKPLACE EMPLOYEE CAMPAIGN

Create a simple, easy way for your employees to donate to the causes and organizations that are most important to them.

4. SPONSOR OR ATTEND AN EVENT

Enhance your company's philanthropic image and visibility by attending or sponsoring a United Way event.

5. CONTRIBUTE THROUGH PENNSYLVANIA'S EITC

Participate in the PA Education Improvement Tax Credit program through United Way and receive a tax credit worth up to 90% of your contribution.

6. CREATE A VOLUNTEER TEAM

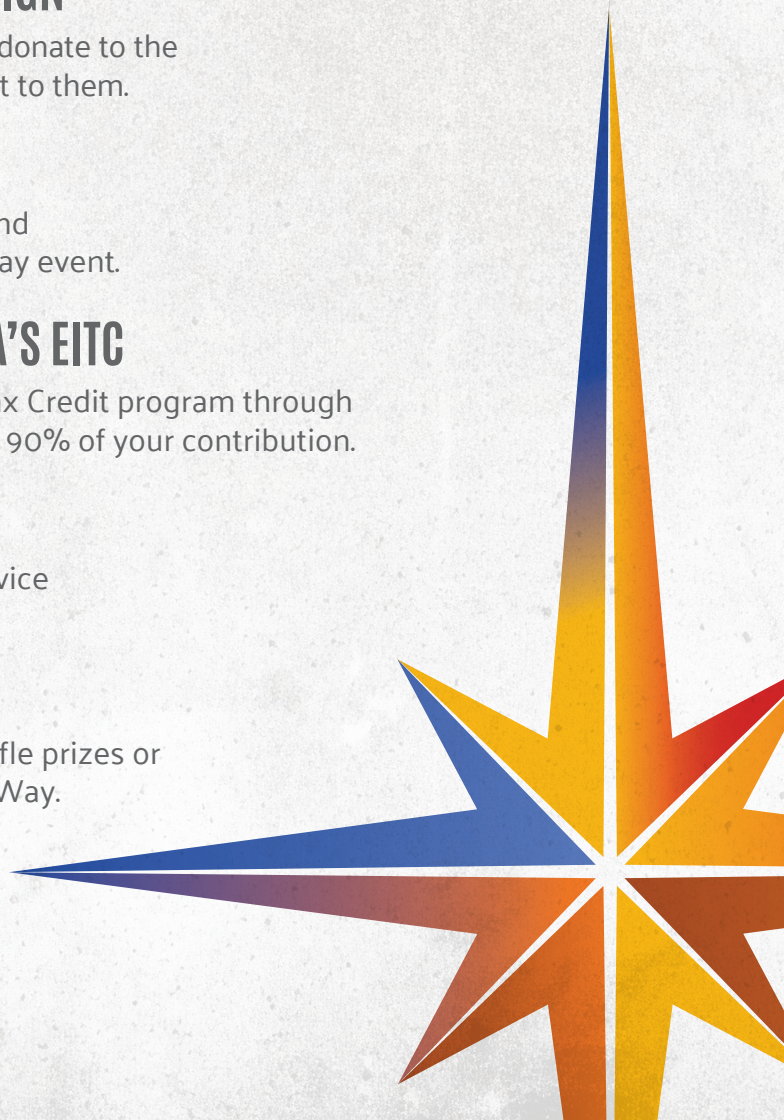
Volunteer with your employees in hands-on service opportunities during United Way Day of Caring.

7. HOST A SPECIAL EVENT

Create a fun way to engage employees with raffle prizes or incentives, and donate the proceeds to United Way.

8. CONSIDER AN IN-KIND DONATION

Support your local United Way by donating goods or professional services.



GIVING SOCIETIES

United Way's Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can take part in meaningful, year-round events, volunteer opportunities and connection..

TOCQUEVILLE SOCIETY

Acknowledges successful business and philanthropic leaders whose passion and generosity fuel high-impact solutions in our local community.

For individuals or couples who make an annual gift of \$10,000 or more.

LEADERSHIP CIRCLE

Connects local leaders who are UNITED in addressing our region's greatest challenges and creating measurable, lasting change.

For individuals or couples who make an annual gift of \$1,000 or more.

WOMEN UNITED

Mobilizes dynamic business and community leaders who are inspired to improve the lives of women, children and families across the Lehigh Valley.

For women and their advocates who make an annual gift of \$1,000 or more to our Women United fund.

LEGACY CIRCLE

Recognizes donors who make a gift to United Way's endowment or include United Way in their estate plans to ensure lasting impact for future generations.

EVERGREEN CAMPAIGNS

An Evergreen Campaign takes your employee giving (payroll deductions and billing) from the 2025 annual campaign and automatically rolls it over to the 2026 campaign including gift amount, type of pledge and any designations, unless any changes are specified by the employee. To learn more about this option, please talk with your Workplace Philanthropy Officer.



STEPS TO A SUCCESSFUL CAMPAIGN

PLAN (FOUR TO EIGHT WEEKS BEFORE KICKOFF)

- Meet with your Workplace Philanthropy Officer to review past results and campaign materials.
- Engage your CEO or senior leadership to discuss your goals and secure dates for presentations.
- Recruit your campaign team and meet to plan and develop strategies for success.
- Determine campaign start and end dates, company goals, campaign budget and pledge collection method.

PROMOTE (ONE TO FOUR WEEKS BEFORE KICKOFF)

- Schedule your presentations and send calendar invitations to employees.
- Publicize your campaign by hanging posters in your workplace, mentioning it in meetings and sharing graphics on company intranet, in staff emails and social media.

KICKOFF AND ASK

- Kickoff your campaign with a video or letter from your CEO explaining the importance of United Way in our community.
- Present United Way information to all employees through in-person or virtual presentations and email.
- Let people know how to make their gift. Provide links to your digital giving portal, electronic pledge form and/or distribute paper pledge forms.
- Monitor your success and provide daily or weekly updates to employees.
- Encourage your campaign team, leadership donors and company supervisors to champion the campaign.

WRAP UP AND THANK

- Finalize your campaign through the digital giving portal, collect pledge forms and submit to your Workplace Philanthropy Officer. Share results with your campaign team and senior leadership.
- Thank every employee for participating in the campaign.
- Share campaign results and incentive prize winners.
- Submit payroll deduction information to your HR or payroll processing department.
- Debrief with your campaign team and develop an action plan for next year.
- Consider adding a “Donor Spotlight” section to your intranet to thank donors and allow them to share why they give.



FREQUENTLY ASKED QUESTIONS

How do you invest the money you've raised?

Investment decisions are made through a rigorous volunteer-led process that typically occurs once every four years. Program investments are selected based on how strongly they align with proven strategies to achieve grade-level reading success, reduce food insecurity and ensure more seniors may stay safe and healthy in their homes.

Why did you eliminate or reduce funding for a particular partner agency?

There are a number of reasons a partner agency may not receive a contract or receive a smaller contract. Most commonly, we wanted to fund programs at greater levels than we could with the limited funds available.

What is your overhead?

We strive to be cost efficient and maximize the dollars invested into our community. For 2025-26, our overhead rate was 15.5%, which means that 84.5 cents of every dollar you invest goes directly to our community initiatives.

How can we be sure funds raised in our area are used in our area?

More than 95 percent of the funds raised are invested in Lehigh, Northampton and Carbon counties. The only donations invested outside of this area are designated to do so by the donor. To ensure your donation stays in the Greater Lehigh Valley, support the Community Building Fund, which ensures that every penny donated stays in our service area. A full list of financial reports is available on our website at www.unitedwayglv.org.

I already give directly to a charity.

Firstly, thank you for giving. Through United Way, we can accomplish more than anyone can alone or through a single charity. United Way is looking at the big picture – assessing community conditions, investing in focused goals and measuring results to create long-term changes. Although it would not be tied to community impact goals and measurements, you may choose to direct your United Way gift of \$25 or more to any qualified health and human services 501(c)(3) nonprofit.



FREQUENTLY ASKED QUESTIONS

Times are tight. I don't have money to spare.

Every gift to United Way, no matter its size, provides vital services to people in our community who need our help. You may find that giving a small amount each pay period through payroll deduction allows you to make a pledge that fits your budget.

I feel pressured into giving.

Giving is a personal matter and decision. Neither United Way nor its volunteers believe people should be forced to give. Only you can determine whether you want to give at this time.

I don't live in the Lehigh Valley.

Through United Way's donor choice program, you have the option of designating your gift back to the community in which you live or you can split your gift to make a difference in both communities.

I don't use United Way services, so I don't benefit from giving.

It takes everyone working together to create a strong, vibrant community. We all win when children succeed in school, families are financially stable and our neighbors are healthy. Your gift helps ensure that United Way services are available when they're needed. In fact, you or a family member may have already used a United Way-funded program without realizing it.

I heard your CEO has a very large salary.

United Way of the Greater Lehigh Valley staff salaries are comparable to other high-performing nonprofits in the Greater Lehigh Valley. Headquartered in the Washington, D.C. area, United Way Worldwide (UWW) salaries are comparable to other top charities and foundations in the United States, as well as U.S.-based charities with worldwide missions and scope of activities and certain private foundations with philanthropic missions similar to UWW.



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