



United Way of Central Ohio Policy Against Coercion

Policy

The Board of Trustees of United Way of Central Ohio believes that the most responsive contributors are those who have the opportunity to become informed and involved. A well-planned campaign with an effective communications program, conducted by committed volunteers, will ensure responsive contributors. While we have always been unalterably opposed to coercion, we do recognize a responsibility to state our beliefs formally. Giving is a personal matter and decision; no form of coercion is acceptable to United Way of Central Ohio.

Background

The volunteers and staff of United Way of Central Ohio understand that fundraising success depends on how much potential donors know and understand about our organization. Fundraising should always be conducted in a voluntary manner. Coercion creates animosity, hinders communication and understanding, and eventually leads to decreased support. Any semblance of pressure—whether real, implied or perceived—is contradictory to the operating standards of United Way of Central Ohio.

Approved: United Way of Central Ohio Executive Committee
February 23, 2010