Table of Contents

Overview 2-3
About United Way of the National Capital Area
About United Way NCA Membership

Member Benefits 4-7
Membership Eligibility
Workplace Giving Campaigns
Combined Federal Campaign
Commonwealth of Virginia Campaign
Speakers Bureau
Member Tours & Volunteer Placement
Community Events
Learning Opportunities
Learning Series
Annual Community Meeting
Community Impact Grants

Marketing and Outreach 8-9
Social Network
Workplace Campaign Brochure
Impact Story Submission
Online Giving Platform
Use of the United Way NCA Brand
Co-Branded Merchandise and Proud Member Signs

Financial Information 10-11
Member Portal
Disbursement Cycle

Member Engagement 12-13
Member Communications
Members’ Page of United Way NCA Website
Members-Only Notifications
Be an Active Member
Run an Internal Campaign
About United Way of the National Capital Area

United Way of the National Capital Area (United Way NCA) works to create a thriving community where adults and children have access to excellent schools, good health, safe neighborhoods and jobs that pay a livable wage. Focusing on the critical areas of education, financial stability and health, United Way NCA serves eight regions: Alexandria, Arlington, District of Columbia, Fairfax/Falls Church, Loudoun County, Montgomery County, Prince George’s County and Prince William County.

Education

To help low-income youth succeed in high school, United Way NCA will invest in bringing together collaborative nonprofit partners to offer comprehensive wraparound services in targeted middle schools in the eight regions we serve. These partners will provide services including academic tutoring; mentoring; afterschool and enrichment programs; medical, mental and dental care; parental engagement; housing and homeless services; financial stability programs; and physical fitness and healthy food programs.

Using this collaborative model, we aim to prepare more middle school students to succeed at the high school level and ultimately graduate.

Financial Stability

Our goal is to help people achieve financial stability and remove barriers to stable and affordable housing.

To increase financial stability in our region, we plan to provide residents with access to high quality asset-building and financial planning resources through new Prosperity Centers.

Health

Healthy, active and well-nourished children are more likely to attend school, be alert, engaged in the classroom and ready to learn.

At United Way NCA, we know that we won’t achieve our education goals without focusing on children’s health and wellness as well. As we work with middle schools in our region to increase student achievement, we will coordinate access to health, wellness, physical fitness and nutrition programs for students in those schools.

We also continue to connect people in need to health and human services through the 2-1-1 call center.
About United Way NCA Membership

United Way NCA strives to offer member nonprofit organizations maximum value for participation in our network. This quick start guide is intended to help you understand all that United Way NCA offers and asks of you.

Funding Opportunities
Workplace giving provides unrestricted funds—sustainable, long-term financial support that lets you plan ahead and provide ongoing services to your constituents. We raise millions of dollars each year for our members through our workplace campaigns, where donors are able to designate their payroll-deducted contributions directly to individual nonprofit organizations. We also provide grant opportunities for programs that support our core impact areas of education, financial stability and health.

Once your organization’s application for membership is accepted, our experienced team will then apply on your behalf for inclusion in corporate, municipal, Federal and state workplace campaigns.

Outreach and Promotion
We provide resources and opportunities for promotion and outreach to help spread the message about the good work of your organization, engage potential donors and recruit volunteers. Also, you are encouraged to utilize the United Way brand, which is one of the most recognized nonprofit brands in the world.

Learning Opportunities
We can help you build staff capacity. Throughout the year we will offer capacity building sessions on a range of topics designed to help nonprofit organizations become more effective, efficient and sustainable.

To get more detail about many of these topics and to find out about upcoming learning sessions, please visit the Members website at UnitedWayNCA.org/events/members.
United Way NCA member nonprofits must meet a strict set of eligibility criteria annually. This provides assurance to our donors, sponsors and supporters that United Way NCA’s member nonprofit organizations meet the highest standards of financial transparency and accountability.

All United Way NCA members are locally-based, 501c(3) nonprofit organizations, providing local services in the eight regions we serve. Members must maintain an administrative overhead rate of 35 percent or less; document a total revenue of $50,000 or more; and have been in business for a minimum of three years to qualify for membership. To view all current membership requirements, please go to UnitedWayNCA.org/applying-for-membership.

Our campaign/membership year runs from July 1 through June 30, and the application process begins in November. This annual renewal requirement aligns with the application timeline of the Combined Federal Campaign.

United Way NCA does not charge dues or joining fees. An administrative fee is assessed to each donation processed by United Way NCA. The fee is deducted before funds are distributed to your organization. The fee is necessary to cover the costs associated with vetting members as well as coordinating, marketing and executing workplace campaign participation for our members.

Connecting people in need with local resources and assistance is a critical part of our mission.
Workplace Giving Campaigns

We facilitate workplace campaigns all around the region. Through these campaigns, Federal, municipal and corporate employees have the opportunity to designate their payroll deducted donations to nonprofit organizations of their choosing. Workplace fundraising can be an important piece of an organization’s overall fund development strategy.

Combined Federal Campaign

On your behalf, United Way NCA will apply to the Combined Federal Campaign (CFC) of the National Capital Area. United Way NCA members are required to participate in this campaign.

The CFC provides access to hundreds of thousands of Federal employees who donate tens of millions of dollars to United Way NCA and our members each year. The CFC assigns each participating nonprofit organization a distinct 5-digit CFC designation code.

Promote your Donor Designation Code

Your 4-digit United Way NCA designation code is how donors who give through United Way will be able to identify you as the beneficiary of the gift.

With the introduction of universal giving this year, your 5-digit CFC designation code is how Federal employees across the country identify you as a beneficiary of their gift through the Combined Federal Campaign.

Commonwealth of Virginia Campaign

If you meet certain eligibility requirements, United Way NCA will apply on your behalf to the Commonwealth of Virginia Campaign (CVC), an annual workplace giving campaign among more than 100,000 employees of the Commonwealth of Virginia. The CVC assigns each participating nonprofit organization a distinct 5-digit CVC designation code.
Member Benefits

Speakers Bureau
Speaking to potential supporters is one of the best ways to advance your mission in our community. United Way NCA provides opportunities for our members to do just that. Our corporate community partners and the Federal workplaces are interested in hearing directly from our member nonprofit organizations. In addition to speaking engagements, nonprofit fairs also take place during the fall campaign season and provide you the opportunity to speak one-on-one with potential donors about the great work you do. To sign up for these opportunities, visit UnitedWayNCA.org/speakers-bureau.

Member Tours & Volunteer Placement
You can invite donors into your organization to see how you change lives each day. We organize member tours and volunteer days for different groups, including employees at workplace campaign sites, leadership donors and other groups. United Way NCA can also assist you in finding individual volunteers to help with your day-to-day work. This program connects willing community members with volunteer opportunities at your organization. It is a great way to cultivate supporters and advocates for your mission. Learn more about our volunteer placement efforts at UnitedWayNCA.org/volunteer.

Community Events
Members have the opportunity to participate in community events powered by United Way NCA. This year, United Way NCA and local nonprofits raised more than $1.4M as part of Do More 24, the community-wide day of giving. For the past three years, the Shoebox Project brought the community together to donate and decorate hundreds of shoeboxes filled with basic need and emergency preparedness items.

Applying the age-old adage that the whole is greater than the sum of its parts, United Way NCA facilitates collaborative Community Impact events throughout the national capital area to address specific needs around our key impact areas of education, financial stability and health. By pooling staff, resources and expertise from our members and other key community partners, we provide direct services to area residents.
Learning Opportunities

Learning Series
We are committed to helping you to strengthen your organization, build capacity and achieve greater impact in our community. That’s why we offer the Nonprofit Learning Series.

Throughout the year we’ll be presenting valuable training sessions on a host of topics designed to help nonprofit organizations be effective, efficient and sustainable. Workshops have included topics such as board governance, fund development planning, maximizing the value of technology, marketing and social media, the importance of your workplace environment, and program evaluation, among others.

To attend an upcoming event go to UnitedWayNCA.org/events/members.

Annual Community Meeting
Each summer, United Way NCA holds a gathering open to the nonprofit and business community. At the Annual Community Meeting you will learn about United Way NCA, as well as develop new skills and knowledge to enhance your organization’s efforts and capacity.

The meeting is also a great opportunity to network with United Way NCA staff, meet colleagues in the nonprofit sector and visit a nonprofit expo where you can learn about resources that might benefit your organization.

Community Impact Grants

Our regional Community Impact Funds provide an alternative for donors. The funds are distributed through a competitive grant process. The grant categories align with our key focus areas and the application period begins in the fall.

For questions about grants, please contact us at grants@uwnca.org.
Marketing and Outreach

Social Network

Join our social network. Follow us on Twitter @UWNCA and “like” us on Facebook at Facebook.com/UnitedWayNCA.

Social media is a great way to stay connected and is a key part of how we communicate and engage with our supporters and community partners. Our nonprofit members are encouraged to share their activities, successes and events with us. Interact with us often, write on our wall, comment on our statuses and tweet about what’s going on with your organization. United Way NCA is committed to sharing your news with our supporters; therefore, we ask for your help in sharing our news with the people in your social networks as well.

Workplace Campaign Brochure

As a member, your name and United Way designation code will be listed in our annual brochure, which is distributed at workplace campaigns, community events and in our annual direct mail solicitation.

Impact Story Submission

Send us your stories about how you have changed lives in the community. The most compelling cases for charitable giving demonstrate real transformations in people’s lives. Show us how your organization has improved people’s lives. To submit a story, email liveunited@uwnca.org.

Online Giving Platform

United Way NCA’s online giving platform allows donors the option of giving directly to member organizations. If your organization does not have its own online giving mechanism, you may link your donors to this page to provide them with an online donation option.

A member listing is also available on the United Way NCA website at UnitedWayNCA.org.
Use of the United Way NCA Brand

Tell the community that you are a “Proud Member” of one of the most valued brands in the world.

The use of the United Way NCA brand is more than just a requirement of membership; it’s a mark of distinction. The more we get the United Way NCA name out in the community, the more people will identify the name with good work. That provides mutually beneficial results for both United Way NCA and the members of our network.

The “Proud Member” logo must be displayed on all of the following items and be clearly visible:

- website
- brochures and promotional materials
- e-newsletters
- entrance to all facilities (we have signs at UnitedWayNCA.org/store)
- advertisements

Co-Branded Merchandise and Proud Member Signs

United Way NCA provides an array of promotional merchandise that members can purchase at competitive prices. We offer items of various price points, including pencils, t-shirts, water bottles, pens and much more. All of these products make it easy to let the recipient know that you are a trusted part of the United Way NCA network of organizations improving lives in our community.

The United Way NCA Store is also where you can order your “Proud Member” signs. United Way NCA has paid for the production of the signs. You only have to pay for the cost of shipping.

Be sure to bookmark the store site at: UnitedWayNCA.org/store.

You may see all the co-branding requirements at UnitedWayNCA.org/members-cobranding.

Follow us on Twitter @UWNCA

“Like” us on Facebook at Facebook.com/UnitedWayNCA.

We are committed to increasing the numbers of healthy children, young people and adults in our community
Financial Information

Member Portal

United Way NCA makes it easy for you to access check payout reports, donor lists and payment process information through our Member Portal. This is a secure online platform where you can access all the information you need.

Your organization’s log-in credentials are sent to the person designated as your “primary representative” on your application.

For assistance, please contact our Member Services team at 703.549.4448, or membership@uwnca.org.

*Note: the Member Portal is only open for active United Way NCA members of the current campaign year.*

Bookmark this link: https://secure.uwnca.org/uwnca/epledge/crm/start.jsp.

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We support effective programs that keep students on track academically, give struggling students extra help, and prepare all young people to transition to high school and beyond.
Financial Information

Member Engagement

Marketing and Outreach

United Way NCA fully manages the collection and disbursement of donor designated funds for our member nonprofit organizations. With 40 years of experience, we provide timely and efficient payment delivery as well as complete and accurate reporting on donors and donations. That leaves you more time to focus on the important work of carrying out your service to our community.

**Disbursement Cycle**

United Way NCA offers the option for payments for all designations and grants via Automatic Clearing House (ACH) directly into your checking account.

Direct deposit will help eliminate lost or misplaced checks and it will get you your funds faster. You will receive an email notification that will serve as the remittance advice.

Forms to request direct deposit are available in the Member Portal or by contacting us at membership@uwnca.org.

Member nonprofit organizations thank donors.

United Way NCA thanks all of your donors, but donors also want to hear from you. We make it easy to download your donor reports so you can reach out directly and thank each donor for his or her gift.
Member Engagement

Member Communications
United Way NCA provides relevant information, resources, announcements about capacity building and learning opportunities and time sensitive news through our website, on Facebook and Twitter, and by email and direct mail. Please be sure to read our communications so that you will have the latest information regarding your campaign and United Way NCA’s programs and initiatives.

Members’ Page of United Way NCA Website
Our Members Page is the go-to place for information and resources. Bookmark UnitedWayNCA.org/members to read news and updates; get info on membership criteria, the grant application process and CFC information; and download templates, logos and more.

Members-Only Notifications
Members-only notifications are designed to provide quick, concise and specific content of interest to member organizations, such as important deadlines, learning events and member news. Notifications are sent to the people identified on your membership application.

You can make sure to keep all of your staff in the loop by subscribing them to receive the notifications. An individual can also self-subscribe using the link on the Members Page of our website at UnitedWayNCA.org/newsletter.

Be an Active Member
As a committed partner in improving lives in our community, you can take positive steps to make the most of your membership by:

- Promoting your United Way NCA and CFC designation codes.
- Signing up to participate in the Speakers’ Bureau, Member Tours, and United Way NCA and CFC events. To register, go to UnitedWayNCA.org/speakers-bureau.
- Opening your doors to corporate volunteer groups who want to lend a hand with your organization.
- Sharing your success stories with United Way NCA. We want to know about your outcomes and hear from the people whom have benefitted from your services. To submit a story, email liveunited@uwnca.org.
- Following us on Twitter @UWNCA and Liking us on Facebook at Facebook.com/UnitedWayNCA.

Run an Internal Campaign
As a United Way NCA member, your organization is encouraged to run an internal workplace giving campaign to provide your employees the opportunity to give to the causes they care about. Employee participation is always voluntary.

Our campaign staff is here to help you. You can find resources and more information about how to run a workplace campaign at UnitedWayNCA.org/workplace-campaigns.
Thank you for choosing to be a part of the United Way NCA network of nonprofits. We recognize that the strength of our organization depends a great deal on the success of our members. We are committed to helping you achieve that success and do all we can to make your partnership with United Way NCA a rewarding experience.

Working together we can improve the lives of individuals and families in need throughout the national capital area. That’s what it means to Live United.

General Questions

Call 703.549.4448 or email membership@uwnca.org.