

Directed Giving Alliance of Olmsted County - Speaking Points

1. The Directed Giving Alliance is a group of local nonprofits who work together to give donors the option of donating directly to the charities they support in workplace giving campaigns. Research shows that where more choices are given in workplace campaigns, participation of employees increases, as does total funds raised – significantly!
2. Our goals are:
 - a. Increase overall charitable giving in the community
 - b. Provide donors with direct decision-making control on where their contributions go
 - c. Allow charities outside the United Way umbrella to have access to workplace giving
3. The DGA is donor centered. The donor has control and choice where their donations go.
4. There are currently 18 agencies that are a part of our Alliance. We anticipate adding more charities in the near future.
5. The Alliance Steering Committee has met with UW leadership to inform them of our direction and to determine if we can find a collaborative approach for community wide workplace giving. They respectfully declined our invitation to coordinate our activities.
6. The Directed Giving Alliance is a chapter of Local Independent Charities of America, a non-profit organization with the mission of helping nonprofits around the country set up workplace giving. LICA has been assisting charities for over 20 years. They are working in 23 states and have set up over 2,000 nonprofits with workplace giving.
7. DGA members apply to LICA for certification each year. Each agency must comply with the federal government's requirements to be included in CFC campaigns around the nation.
8. There is no admission or joining fee. LIC handles all licensing and regulatory issues. They license us for the federal and state employee workplace campaigns. They pay all credit card fees when donors make contributions on member's websites, through the LIC webpage. They also print all of the pledge forms for workplace campaigns. The fee for using all of these LIC services is 8% of donations received by each agency. This is very low.
9. We are working with the individuals from our community to help us contact businesses where they work. As businesses become interested, we then work with their Finance or HR people and get them in touch with LIC to make it happen. It is a very easy procedure.
10. The DGA has already been accepted into several workplace campaigns, including: Olmsted Medical Center, Post Bulletin and Pace Dairy. We believe many more will sign up shortly.
11. Our Directed Giving Alliance is relying solely on the participating agencies staff and volunteers to make this work. There is no staff, and do not anticipate having any staff.
12. Research indicates that when donors have a greater opportunity to choose the non-profit agency to receive their support, the rate of participation and the total dollars donated goes up within business' campaigns.
13. Website: www.directedgiving.org includes a section on FAQ's.