

# CAMPAIGN GIVING GUIDELINES

## HOW MUCH SHOULD I GIVE

United Ways around the country have developed a suggested guide for generous pledging. The “Time to Care” guidelines ask donors to consider pledging the equivalent of 60 or 100 minutes of pay per month.

*Sixty minutes is calculated as .6% of gross monthly earnings, and 100 minutes is 1.0%*

ANNUAL SALARY	60 MIN./MONTH	DONATION/YR.	100 MIN./MONTH	DONATION/YR.
\$10,000	\$5	\$60	\$8	\$100
\$20,000	\$10	\$120	\$17	\$200
\$30,000	\$15	\$180	\$25	\$300
\$40,000	\$20	\$240	\$33	\$400
\$50,000	\$25	\$300	\$42	\$500
\$60,000	\$30	\$360	\$50	\$600
\$70,000	\$35	\$420	\$58	\$700
\$80,000	\$40	\$480	\$67	\$800
\$90,000	\$45	\$540	\$75	\$900
\$100,000	\$50	\$600	\$83	\$1,000