

TOP 10 THINGS THAT WE WANT YOU TO KNOW WHEN WE COLLECT PERSONAL CONTACT INFORMATION

IN THIS DAY AND AGE, WE KNOW THAT PEOPLE ARE ASKED TO PROVIDE CONTACT INFORMATION ON A DAILY BASIS. IT SEEMS LIKE EVERY BUSINESS AND ORGANIZATION IS TRYING TO COLLECT AS MUCH INFORMATION AS POSSIBLE — AND UNITED WAY IS NO DIFFERENT.

WE WANT TO LET YOU KNOW WHY WE COLLECT THIS TYPE OF INFORMATION, AND HOW WE USE IT TO CONNECT WITH OUR DONORS.

- 1 We like to say thank you.
- 2 We want donors to understand the impact of their donation.
- 3 You'll find out stuff before everyone else does.
- 4 You'll learn about upcoming events.
- 5 If you move or change jobs, we can stay in touch.
- 6 It helps us keep track of your contributions.
- 7 Your information remains private and confidential.
- 8 You can unsubscribe at any time (hopefully you won't want to).
- 9 We can email you, which saves paper and trees.
- 10 We'll show you where the money goes.

