

**NOS adopted**  
**United Way of the Great Basin**  
**POLICY AGAINST COERCION**

Adopted by the United Way Board of Directors on January 13, 2006

**I. Purpose of the Coercion Policy**

The United Way of the Great Basin knows that fundraising success depends on how much potential donors know and understand about organizations seeking support. Fundraising always should be conducted in a voluntary manner; coercion creates animosity, hinders communication and understanding, and eventually leads to decreased support.

**II. United Way of America General Policy**

United Way offices across the country have been concerned for years about the use of undue pressure in fundraising and are opposed to any type of coercion. Any semblance of pressure – whether real, implied, or perceived – is contradictory to the United Way operating standards. The United Way continually strives to prevent the use of coercion in their Campaigns by encouraging peer solicitation, rather than solicitation of employees by managers. In addition, United Way training programs are conducted for fundraisers that stress information and education, and discourage the practice of seeking 100 percent participation in the Campaign, as that may inadvertently encourage coercion.

**III. United Way of the Great Basin Policy**

To underscore our conviction about this policy, the United Way of the Great Basin Board of Directors adopted the following policy statement:

The United Way of the Great Basin Board of Directors believe 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, as freedom of choice is a basic tenant of our democratic society.

Giving is a personal matter and decision; no form of coercion is acceptable to the United Way of the Great Basin.