

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 to 100 minutes of pay per month.

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