

## **Policy Against Coercion**

The Board of Directors of Monadnock United Way believes that the most responsive contributors are those who have the opportunity to become informed and involved. A well-planned campaign with an effective communication program, conducted by committed volunteers, will ensure responsive contributors.

While we have always been unalterably opposed to coercion, we do recognize a responsibility to inform donors and potential donors about community needs, Monadnock United Way and the agencies we support.

With regard to all charitable solicitation efforts, the Board of Directors of Monadnock United Way believes:

- Giving is a personal matter and a personal decision; whether an individual gives and how much he or she chooses to give is up to the individual.
- 100% participation goals for offices, departments, or companies should not be encouraged, as not every person can give or will give. Moreover, 100% participation goals encourage token, rather than thoughtful, giving.
- Wherever possible "peer solicitation" rather than "top down solicitation" should be encouraged. Campaigns for voluntary gifts should be supported by quality solicitor training, open communications and education on community needs.
- No form of coercion is acceptable, particularly any that includes any stated or implied effect on personal employment status.