

**Pikes Peak United Way  
Non-Coercion Policy  
Approved by Board of Trustees 06/23/09**



Giving is a personal matter and decision; no form of coercion is acceptable to Pikes Peak United Way. Pikes Peak United Way understands that fundraising success depends on how much potential donors know and understand the organizations seeking support. Fundraising should always be conducted in a voluntary manner; coercion creates animosity, hinders communication and understanding and eventually leads to decreased support.

Pikes Peak United Way is opposed to any type of coercion. Any semblance of pressure—whether real, implied or perceived—is contradictory to the operating standards of Pikes Peak United Way. Pikes Peak United Way works to prevent the use of coercion in its campaigns by encouraging peer solicitation, rather than solicitation of employees by managers. In addition, Pikes Peak United Way conducts training programs for fundraisers that stresses information and education, and discourages the practice of seeking 100 percent participation in a campaign, as that may inadvertently encourage coercion.

To underscore its conviction about this policy, Pikes Peak United Way's Board of Trustees adopted the following policy statement:

The Board of Trustees of Pikes Peak 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 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 tenet of our democratic society.