



Not-for-profit Incentive Guidelines

We heard not-for-profit feedback and we've worked with our attorneys to make sure that participating not-for-profits can offer incentives to inspire ROCstar donors during ROC the Day.

Generally, if a ROCstar gets goods or services in exchange for a donation, the gift receipt has to include the value of the item they're getting. Because United Way can't confirm values of each not-for-profit's unique offer, whatever you plan to do cannot impact the tax receipt that we send to donors (because it will say "no goods or services were provided in exchange for the donation"). However, there are a few exceptions that can help you plan for ROC the Day promotions or incentives. To be safe, you should review your plans with your own attorneys (sorry, we can't lend you ours).

A few examples of what will and won't be allowed for ROC the Day are below:

EXAMPLE #1 – Organization offers to give a t-shirt for a donation of at least \$35. The value of the t-shirt needs to be disclosed as a *quid pro quo* on the gift receipt the donor receives because the value is likely above the 2% of "low cost" item exception ($\$35 \times 2\% = \$.70$). **Promotion NOT allowed under ROC the Day rules.**


EXAMPLE #2 – Organization offers to give a free annual membership for any donation of at least \$50. The annual membership gives the donor free admission to the organization's events for a year and also a 10% discount at the gift shop. Presuming that the organization has a regular schedule of events (more than four annually) or operates a museum (or something similar), offering the free membership would not be considered a *quid pro quo* that needs to be disclosed on the gift receipt. **Promotion IS allowed under ROC the Day rules.**

EXAMPLE #3 – Same as Example #2 above, organization offers to give a free annual membership for any donation of at least \$100. Because the payment required to receive the membership is over \$75, the value of the membership is now considered a *quid pro quo* that must be disclosed on the gift receipt the donor receives. **Promotion NOT allowed under ROC the Day rules.**

EXAMPLE #4 – Organization offers to give a free annual subscription to its newsletter for any donation of at least \$25. Newsletters are considered "low cost" items only if they are not a commercial quality publication, the primary purpose of the newsletter is to inform members of the organization's activities and are not available to non-members by subscription or newsstand sales. As long as the newsletter meets these criteria, then the *quid pro quo* does not need to be disclosed on the gift receipt. **Promotion IS allowed under ROC the Day rules.**

EXAMPLE #5 – Organization plans to give away a \$100 Wegmans gift certificate. Only individuals who donate through ROC the Day are eligible to enter and win the prize. This promotion is similar to a raffle and, therefore, the payment does not qualify as a "donation" under the gift receipting rules. **Promotion NOT allowed under ROC the Day rules.**





EXAMPLE #6 – Same facts as Example #4 above except that the organization provides an alternate means of entry (i.e., anyone is eligible to enter and win by filling out an entry form at the organization’s place of business or by mailing in an entry form with name, address and contact information). Because a donation is not required to enter and win, there is no *quid pro quo* that needs to be disclosed on the gift receipt. ***Promotion IS allowed under ROC the Day rules.***

WAIT! This isn’t a comprehensive list of do’s and don’ts; that’s up to your attorney to tell you about. We also didn’t go to law school so this is not legal advice (again, up to your lawyers). We won’t be approving specific not-for-profit promotions during ROC the Day...again, contact your attorneys to confirm validity and approval for your individual promotion plans. United Way of Greater Rochester is not responsible for individual not-for-profit actions during ROC the Day. ROC the Day rules supersede any individual not-for-profit’s actions (remember, as a participating organization you must agree to and sign all official ROC the Day rules so help us help you by following them).