

Donor Information Sharing Policy

The UWCNM Board has stated that we should not give out UWCNM prospect and donor lists. UWCNM has been very consistent regarding this policy. This information is in great demand. It is accurate, up to date, and would save those requesting many many hours if they had to search it out themselves. Organization board members, political leaders, nonprofit staff and volunteers are all constantly asking United Way to share this data. These requests were causing great pressure on individual staff members and United Way volunteers. The boards reasoning for this policy is:

Donors pay United Way to develop procedures, purchase equipment, buy software, hire qualified staff and provide training for them, maintain data accuracy and maintain their confidentiality. Donors do not pay United Way to do all of this so other groups and individuals can then use the information for their own purposes while United Way bears the costs and effort.

United Way's data base and all that it entails has been specifically developed for the purpose of furthering United Way business. Because United Way engages so many community leaders, community philanthropists, and corporations it is vital that we indicate to these supporters that we will not share their information with other interested parties. Likewise we do not sell this information as many charities do.

Sometimes individuals or groups feel that because United Way is a public charity and provides such a high level of customer service that sharing of data would be normal and helpful. They don't take into account the promises made to donors regarding confidentiality, the ethics involved regarding who should have access (only major donors, any donor, political volunteers, etc), nor the work or costs involved in developing and maintaining such a data base or the time and costs involved in responding to each request (which are numerous).