

WE CAN ALL MAKE CHANGE

Frequently Asked Questions (FAQ)

Q: What is The Associated's Make Change Campaign and why is it important?

A: The Make Change Campaign is an innovative initiative for the 2019 Campaign that will supplement dollars raised through traditional Annual Campaign fundraising strategies. This campaign invites all of Jewish Baltimore to participate and highlights that change (i.e. coins) – no matter how big or small – all adds up and has a large impact on our community. Your involvement in the Make Change Campaign will be leveraged by corporate sponsors, maximizing change in the community!

Q: How can I participate in the Make Change Campaign?

A: Become a **Change Maker** in one of two ways!

- 1) Collect and donate loose change at one of our drop-off sites around Jewish Baltimore.
- 2) Sign up to round up the amount of your regular credit card transactions through our platform. The extra amount will be donated to The Associated.

Q: I'm interested in learning more about rounding up my credit card transactions. How does it work?

A: You can sign up to use our platform in less than 90 seconds with three easy steps.

- 1) Visit theassociated.harnessapp.com on your phone, tablet, laptop or computer.
- 2) Enter your credit or debit card information.
- 3) Customize your donation preferences by either adding a multiplier to your transactions or setting a cap per month.

You will be able to track the accumulation of your rounded-up purchases from your device and will receive text updates from The Associated on the impact you are making on our community. *You will need your username and password that is correlated with your account to enroll.*

All donations are tax deductible.

Q: Will my donations through the Make Change Campaign count toward my Annual Campaign pledge?

A: The Make Change Campaign's goal is to challenge our community to give for the first time or to give more, in low barrier ways. Any donations made through the Make Change Campaign will not count toward an Annual Campaign pledge but will be considered a meaningful one-time gift from you. Your new or additional gift will change lives in our Jewish community.

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Q: Will I receive recognition for my Make Change gift, whether I donate physical change or if I sign up my credit card?

A: Of course! We are so appreciative of every act of *tzedakah* – justice – to help our community. The Associated will recognize all Make Change Campaign participants on our website. We will display a running total of donors to this campaign on our Make Change Campaign page.

Q: What is the impact of my Make Change donation?

A: Little by little, every penny adds up to a lot of change. All donations through the Make Change Campaign will be matched dollar for dollar by generous corporate sponsors. You will be helping to literally make change in the lives of others in Baltimore, Israel and around the world.

Q: Is my donation through the Make Change Campaign being used to fund a specific non-profit organization or program?

A: Donations through the Make Change Campaign will be distributed amongst all of The Associated's affiliate non-profit organizations. Your unrestricted giving allows The Associated to provide support where it is needed most, allowing our family of non-profits to focus on serving the community most effectively.

Q: I think my friends would be interested in participating! How do I get them involved?

A: Spread the word about the Make Change Campaign through our social media outlets.

- "Like" and "share" on [Facebook](#)
- Follow us on [Instagram](#)
- Or send them to our [website](#)!

Anyone who invites ten people to participate using our platform will be entered into a raffle. Simply log in to your Donor Dashboard and click "Invite Friends." Then, BCC ammiller@associated.org in order for your shares to be counted!

Q: I like the idea of giving a little bit more than my annual gift when I can, but I don't want to sign up my credit card through your platform. Is there another way that I can participate?

A: Yes! You can donate physical change at one of our community's drop-off sites. Or, you can make a one-time additional gift through our [website](#).

Q: How can my company become a Corporate Change Maker?

A: Contact Ira Gewanter at igewanter@associated.org for more information.