

2021 Personnel Policies Appendix: Canvasser Fundraising Performance & Incentive Pay

Fundraising Performance Calculations

1X Donations: The full value of a one-time contribution is counted in your fundraising average. A pledge is not counted in your fundraising performance until it is fulfilled.

New Sustainers: Contributors are encouraged to make ongoing monthly contributions of \$5 or more through credit cards or electronic debit from bank accounts (EFT). These contributors are referred to as Sustainers. We put priority on signing up sustainers via EFT because VPIRG receives 100% of these gifts. Credit card sustainers fail or lapse much more frequently and VPIRG loses a percentage of the gift to credit card fees (usually 2-4% of each gift). Therefore, for calculating fundraising performance and incentive pay, the following calculations will be used to establish the fundraising value equivalent for the sustaining gift:

Credit card sustaining gifts = 8 times the monthly contribution amount

EFT sustaining gifts = 12 times the monthly contribution amount

For example, if you sign up a \$10-per-month credit card Sustainer, you are considered to have raised \$80 attributable to that shift, and if you sign up a \$10-per-month EFT Sustainer, you are considered to have raised \$120 attributable to that shift.

Sustainer Bump-Ups: A sustainer “bump-up” occurs when a current sustainer chooses to increase their monthly gift amount. In these cases, the fundraising equivalent shall be based on the difference between the previous and new monthly gift amount. For example: A current \$10/month sustainer bumps up to give \$15/month. The fundraising equivalent is based on the \$5 increase, not the new \$15 total monthly amount.

Sustainer Fails/Quits: If a new sustainer gift fails or is cancelled within the first three months, VPIRG will reduce the canvasser’s fundraising total accordingly. **This policy was put in place to prevent false or inaccurate categorization of gifts as sustaining gifts.** Canvassers will be notified if a sustainer fails/cancels and the difference between the initially credited fundraising amount and the actual fundraised amount will be deducted from the fundraising total for the pay week in which the canvass office receives notification of the failed/quit sustainer. The deduction will not result in the Canvasser being paid an amount less than minimum wage.

Givers designated as 1X Ask Only: A portion of our current membership has been identified as people who should not be solicited for a monthly sustainer gift. For any contributor who lives in a household with a person identified as someone who is to be solicited for a one-time gift only, any contribution provided will be credited to the canvasser as if it was a one-time gift, rather than a monthly sustainer gift.

Mail-ins and Web Donations: VPIRG makes every effort to identify the source of contributions when they are made. For gifts that are mailed in to the main VPIRG office or made online via the VPIRG website, if VPIRG can identify the gift as originating from a canvass contact, staff will assign the appropriate canvasser fundraising credit for the donation.

See incentive pay calculations on next page...

Incentive Pay Calculations

Canvassers in good standing earn incentive pay based on their specific individual fundraising benchmarks and office-wide fundraising benchmarks being met.

A. Individual Fundraising Bonus

Sustainer Bonus

Sustainers are the lifeblood of VPIRG. These members, who make small monthly contributions on their credit card or checking account, provide the ongoing reliable support that gives us the confidence and flexibility to run our best possible education and advocacy campaigns throughout the year. The first membership appeal should be for a monthly gift unless otherwise noted on someone's record. If the member is already a sustainer, then a 'bump-up' (or ask to increase their gift) is the first ask.

For each new Sustainer a canvasser signs up, the canvasser will earn one-month's value of that donation as incentive pay. For instance, if you sign up a \$10/month sustainer, you will receive a \$10 bonus on your paycheck for that pay period. Our Membership Coordinator and/or a Canvass Director will be following with thank you/confirmation calls to all new sustainers. If a member indicates that they did not mean to sign up for monthly giving, were told that they could cancel right away, or felt pressured by the canvasser, then that gift will not qualify for a bonus. If substantiated, such an action will result in disciplinary action ranging from a verbal warning to termination depending on severity or repeat offenses.

B. Office-wide Performance Bonus

The canvass is truly a team effort. On any given day, the list or turf you are assigned has the potential to earn at least quota, but often much more than quota. The office wide success depends on how well everyone performs on the list/turf given. As your confidence, skills, and knowledge continue to develop, most canvassers raise significantly more than quota. When each two-week Virtual Canvass cycle is completed, an office wide bonus pool is calculated based on the office wide fundraising average for that cycle. Your share of that bonus pool is calculated based on the number of call shifts you completed during the period.

Office Wide Virtual Canvass Bonus Table

	Cycle 1 May 24-June 4 Pay date: 6/11	Cycle 2 June 7-June 18 Pay date: 6/25	Cycle 3 June 21-July 2 Pay date: 7/9
Base Average \$120-\$139.99 → Bonus	\$5/shift worked	\$5/shift worked	\$5/shift worked
Mid Average \$140-\$159.99 → Bonus	\$10/shift worked	\$10/shift worked	\$10/shift worked
High Average \$160 or more → Bonus	\$20/shift worked	\$20/shift worked	\$20/shift worked