



Questions you may have about ROC the Day...

Q. What is ROC the Day anyway?

A. ROC the Day is a 24-hour, online event that provides you an opportunity to support Not-for-Profit organizations doing great work in the nine-county Greater Rochester area. Just go to ROCtheDay.org, a secure online giving platform, to contribute to any participating Not-for-Profit organizations. All money given during ROC the Day will help local people and organizations. You can really ROC the Day (and our world) by giving to one or multiple organizations that support your own personal philanthropic passions—it's an easy, one-stop way to fill your “cart” with causes that matter most to you. Tell your friends, family, co-workers and social networks about the causes you've chosen to support and encourage others to ROC the Day!

Q. When is ROC the Day?

A. ROC the Day is held once each year for 24 hours straight. We welcome the early risers, the night owls and everyone in between!

Q. How will ROC the Day work?

A. Choose the organizations you want to support and make a gift! It's that easy—join thousands of other community members to make a real difference during ROC the Day.

Q. Is there a minimum donation?

A. Nope! You choose where the gift goes and how much. Please give what you can to ROC the Day for our local Not-for-Profits that do so much for this community.

Q. How can I find my favorite Not-for-Profit?

A. All eligible organizations are listed at ROCtheDay.org. Try searching by category or type in the name of the organization you're looking for. If it doesn't show in the search results, it may not be eligible to participate or the organization decided not to participate.

Please note, all agencies that are tax-exempt under section 501(c)(3) of the Internal Revenue Code (“Code”) and provide direct services in Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wyoming, Wayne and Yates counties are eligible to participate.

Q. Is there a limit to the amount a Not-for-Profit can receive?

A. Nope! The more you give, the more they get.

Q. Will there be any incentive to ROC the Day?

A. YES! A handful of lucky ROCstar donors will be randomly chosen to give a free, additional \$500 to the charity of their choice!



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Q. Is there a fee charged on donations?

A. Registration and participation is free. United Way of Greater Rochester and the Finger Lakes hosts ROC the Day as a service to our community and will only ask participating organizations to cover the standard 4% administration and credit card processing fee (vs. 8% processing fee). However, you can choose to subsidize this fee by covering the 4% as an “add-on” to your donation.

Q. What methods of payment are accepted?

A. You can pay with any major credit or debit card, or through your PayPal account. Please no gold coins or jewelry.

Q. Can I give over the phone?

A. Yes. You can call 1-800-242-0238 anytime between 12 a.m.-11:59 p.m. on ROC the Day to give via telephone. We will still need a credit or debit card number— no cash or checks.

Q. How will I know if my gift was received?

A. You'll get an email confirming your ROCstar status once your gift has been processed followed by a tax receipt. Didn't get an email? Contact us at info@ROCtheDay.org and we'll confirm we received your donation and resend these emails.

Q. How do I tell my friends and family about ROC the Day?

A. We recommend using a bullhorn. Or skywriting. If that doesn't work for you, though, you could also bring it up at book club, mention it at Keurig station and share it on Facebook, Instagram, and Twitter. Go to ROCtheDay.org for some other ideas about how to help others ROC the Day.

Q. Do I need to create a login to donate?

A. Nope—no login required.

Q. How much personal information do I have to provide to donate?

A. You'll have to enter the standard information normally required for an online transaction, including name, postal address, email address and credit card number. Favorite breed of dog and reality TV show is optional.

Q. What types of organizations can I give to?

A. You can give to help animals, the environment, arts & culture, health, human services, education, religion, community benefit and economic development.

Q. Can I give in honor or in memory of someone?

A. Yes! You can honor someone with a gift in their name or in memory of a loved one to any organization that you select. You'll get a special card that you can print to keep or present to someone to recognize the gift.



Q. What will United Way do with my personal information?

A. United Way will NOT sell or exchange any data. We will, however, provide your name to the organization(s) you selected during ROC the Day unless you ask not to have your information shared. We do reserve the right to contact all donors who participated in ROC the Day unless the donor requests to not be contacted.

Q. I already give to United Way (or other organization) through my paycheck. Why should I give during this event, too?

A. Thanks so much for your support! This is simply an additional opportunity to give to causes that matter to you. Unlike the United Way campaign, this is a one-time giving opportunity that you can charge to your credit or debit card. It's also a simple way to give to a much wider variety of charities that matter to you. Think end of year gifts that you've been putting in your "to do soon" pile...If you decide to ROC the Day, you can ditch the pile!

Q. Why is United Way "powering" ROC the Day?

A. United Way has decades of fundraising experience focused on serving the needs of community members and the Not-for-Profit sector in the Greater Rochester community. We're confident that with the help of hundreds of community partners, this giving event will help improve the nine-county Greater Rochester area by providing additional end-of-year support to our local Not-for-Profits.