

Encouraging Leadership Giving in your Workplace Campaign

Coordinating and promoting Leadership Giving is one of the best ways to increase your organization's United Way campaign. **The key to running a successful leadership campaign is to choose a strategy that will work best within your organization's corporate culture.** Strategies to consider:

1) Recruit a Leadership Giving Coordinator

Recruit a well respected member of senior staff to act as Leadership Giving Coordinator (or the CEO may be the best candidate). The Leadership Giving Coordinator should work closely with the Campaign Coordinator to ensure optimum results.

2) Recruit a Small Team

Recruit a small team to support the Leadership Giving campaign efforts. Try to have enough team members to meet with potential leadership donors one-on-one. Involving others will lead to increased leadership participation and greater awareness.

3) Determine Who to Solicit

Develop an internal prospect list based on position in the company and/or United Way giving history.

- Solicit all past donors giving at the \$500 to \$999 level.
- Prepare and personalize each pledge card and all solicitation materials. United Way staff is available to assist you.

4) Schedule the Leadership Campaign

Schedule the Leadership Giving campaign one or two weeks prior to the kick-off of your general campaign. By announcing the results early, Leadership Givers can set the tone for the rest of your employees, encouraging and inspiring others to give.

Determine the best way to "make the ask" in your organization. Ideas include:

- Host a Leadership Giving event in a special location such as a country club, hotel or unique location at your organization. Ask the CEO to endorse the campaign and invite a United Way presenter to speak about the impact of a Leadership gift.
- Have a Leadership Giver within your organization, preferably the CEO or the Leadership Giving Coordinator, give brief presentations at existing meetings.
- Have a Leadership Giver(s) within your organization visit with past Leadership Givers and Leadership Giving prospects one-on-one.

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5) Making the Ask

The ask is the most important part of the Leadership Giving campaign.

- Select the **best** person(s) within your organization to extend the invitation to become a Leadership Giver. Because people give to people, assign a person who is perceived to be the one that the potential donor would most appreciate making the invitation.
- The Leadership Giving Chair or Leadership Team should meet with assigned donors and prospects to personally thank them for their past gift, invite them to make a new or increased gift, answer any questions and reinforce the value of their contribution.
- Present the benefits of membership in the Leadership Giving Society. Through leadership gifts, individuals make a measurable difference in our community, set an example for others, and enjoy a range of other benefits.

6) Follow Up

Make it easy for people to give. Ask them if they have questions regarding United Way. Staff will be available to answer any questions you can not.

7) Thank Everyone

- Send a note of thanks to all leadership contributors, signed by your CEO and/or your Leadership Giving Chair.
- Send a note of thanks to prospects who did not make a leadership gift. Thank them for their time and/or gift of a lesser amount. Remember that leadership campaigns are successful when they are built on a foundation of relationships.
- Consider hosting a reception to acknowledge and thank leadership donors.

Need help organizing a Leadership Giving campaign at your workplace?

Contact Jenn Higgins Pitre, Director of Leadership Giving

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