

LEADERSHIP GIVING In Your Workplace Campaign



Coordinating and promoting Leadership Giving (gifts of \$1,000+) 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 "best practices" that will work within your organization's corporate culture. Ideas to consider:

1) Recruit a Leadership Giving Coordinator

Recruit a well respected member of your staff to act as Leadership Giving Coordinator (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. 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 & Host an Informational Meeting

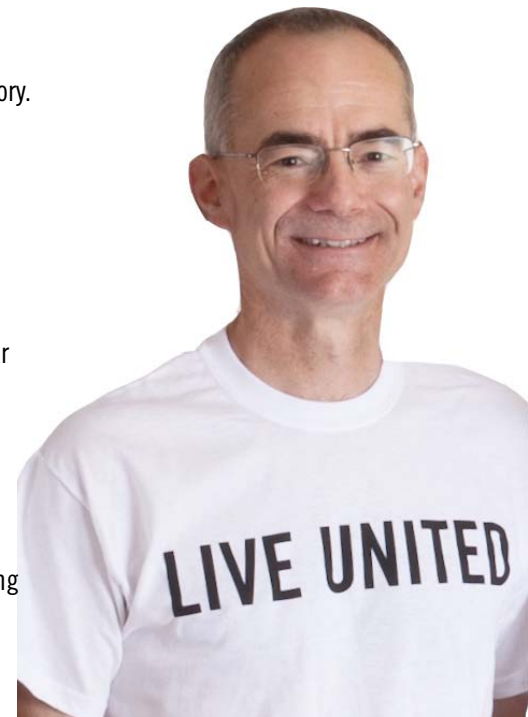
Schedule the Leadership Giving campaign one or two weeks prior to the kick-off of your general campaign. By announcing the results early, Leadership Donors can set the tone for the rest of your employees, encouraging and inspiring others to give.

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

- Host a Leadership Giving breakfast or "Lunch & Learn." 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 Donor within your organization, preferably the CEO or the Leadership Giving Coordinator, give a brief presentation at existing meetings.
- Have a Leadership Donor(s) within your organization visit with past Leadership Donors and Leadership Giving prospects one-on-one.

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**Your employees can
make a Leadership
gift by pledging
\$20/per week!**



Joe LaPlante
Leadership Donor through his
workplace campaign at 3M

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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 Donor. 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.
- Steward current Leadership donors and 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 and encourage the “Step-Up Program” (pledge \$500 in year 1; \$750 in year 2 and \$1,000 in year 3). 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 Donors, 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 gathering (breakfast or lunch) to acknowledge and thank Leadership Donors.

**Need help organizing a Leadership Giving campaign at your workplace?
Contact Jenn Higgins Pitre, Director of Leadership & Legacy Giving
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