

LEADERSHIP GIVING IN YOUR WORKPLACE

Building a Successful Leadership Giving Program in Your Workplace

Obtain support from your CEO and senior management team.

- Has your CEO already made a personal leadership giving (\$1,000 - \$9,999) or Tocqueville Society (\$10,000 +) donation? If not, work with your United Way staff contact to identify the best person to ask your CEO for a leadership or Tocqueville gift.

Recruit a Leadership Giving Coordinator to organize your Leadership Campaign.

- Select someone who is a leader, well respected by his/her peers and already giving at the leadership level. Be sure to arrange for the leadership giving coordinator to participate in United Way training.

Develop a detailed Leadership Giving program and timeline.

- Leadership giving has a separate kick-off event before kicking-off the general campaign. By announcing the results of an early leadership giving campaign, leadership givers can set the tone for the rest of the campaign, encouraging and inspiring others to give.

Identify potential donors and potential giving levels for each of them.

- Leadership giving prospects typically have an annual household income over \$100,000. Check previous donations records for people who have in the past or are currently contributing at the leadership giving Level. Be sure to include people who are already close to the leadership giving level (\$500-\$999).

Kick-off the Leadership Giving Program.

- Plan the kick off event inviting current leadership donors as well as prospects. Make sure you invite a United Way staff person to participate in the program.

Begin peer visits. Making the ask.

- Select the best person within the company to extend the invitation to become a leadership donor. Distribute a personalized gift card to each donor.

Follow-up on results.

- The leadership giving coordinator should follow-up to ensure that potential donors are contacted as planned.

Say “Thank You.”

- Send a personalized letter from your company’s CEO and leadership giving coordinator thanking each leadership donor. Also consider planning a special event (such as a reception, lunch, or dinner) hosted by your company CEO to thank leadership donors for their support.

Report Your Success

- Provide United Way with the names, home addresses, and donation amounts of your leadership giving donors, so that United Way can acknowledge their donations, thank them for their generosity and commitment, and provide them with appropriate tax records.