

# Leadership Giving Campaign

A Leadership Gift is a donation of \$1,000 or more. Donations at this level are a crucial part of a successful and robust employee campaign. Leadership Givers are leaders in the community who support long-term investments in our community.

The steps for implementing a Leadership Giving Campaign are very similar to conducting the overall campaign.

- Recruit a separate Leadership Giving Chair to lead the Leadership Giving effort.
- Consider recruiting other team members to help with the Leadership Giving Campaign if it is an especially large group.
- Develop a list of prospects to solicit as part of the Leadership Giving campaign. Prospects can be based on salary level, position within the company and/or past giving history.
- By understanding your prospect list you can develop goals for Leadership Giving around retention of current donors, growing donations of current donors and recruiting new donors.
- Host a leadership event such as a meeting, breakfast, luncheon or happy hour where information can be presented about Leadership Giving. Follow up with each prospect after the event.
  - Once the ask has been made and volunteers are following up with prospects, start tracking responses which will help you target and improve their experience.
  - Promote Leadership giving as a way to get involved with United Way even further.



# LEADERSHIP MEETING AGENDA

**Total Time: 45 Minutes**

**Opening Comments** (*Company Leadership Coordinator*) 5 minutes

- Welcome group, state goal of meeting
- Discuss campaign goal and specific leadership goal
- Introduce CEO – if present

**Remarks** (*CEO or Company Leadership Coordinator*) 10 minutes

- Importance of United Way to community
- Personal example of United Way's work
- Importance of Leadership Givers and Leadership Campaign
- Ask

**Agency Speaker** (*Agency Executive Director or Representative*) 10 minutes

- Importance of Agency/United Way to community,
- Personal example of recipient

**UWOV Remarks** (*UWOV Staff*) 10 minutes

- Why United Way, Why Leadership Giving
- Leadership Match Information
- Examples/story of services provided by United Way
- Ask

**Closing Remarks** (*Company Representative*) 10 minutes

- Importance of returning pledges by date
- Thank You

***\*Please note that this sample agenda can be shortened or expanded to fit your company's needs.***