

Conducting A Leadership Campaign

What is Really Involved?

As the Campaign Leader, you have a unique opportunity to generate needed financial support from employees for the critical issues facing people in our community. Leadership dollars account for over 30% of total United Way of Greater Waterbury campaign dollars. Adding a leadership component to your campaign plans is not difficult, United Way of Greater Waterbury will help you!

Why Should I Focus On Leadership Giving?

- Leadership giving demonstrates how much your company cares and understands the needs of not only the community but also their employees families.
- Leadership giving empowers your employees, equipping them with opportunities to execute corporate citizenship and bring your corporate values to life
- Leadership giving is a way for the community to recognize the good works your company is doing and supporting.
- Leadership giving is a way to invest in and improve the community, making it a better and healthier place in which to live, work and do business for all its citizens.

How Can United Way Of Greater Waterbury Help Me Succeed?

United Way of Greater Waterbury can help you:

- Identify your prospect pool (*Managers, current leadership donors, donors giving near the leadership level, loyal contributors*).
- Create strategies for executing the Leadership Campaign (*email blasts, leadership reception, volunteer project, United Way 2-1-1 tour etc.*).



What Can I Do To Promote Leadership Giving At My Company?

1. Gain support for my Leadership Campaign plans from my CEO and other managers.
2. Identify people at my company who can help me.
3. Develop a timetable and action plan for leadership events (United Way of Greater Waterbury can help).
4. Take advantage of the resources that United Way of Greater Waterbury can provide me.
5. Work with United Way of Greater Waterbury to confirm events, sites, and speakers.
6. Invite prospects to attend (email, in person, flyer, etc.).
7. Host and enjoy my company's event(s).

For more information, call Janet Collins at 203-757-9855, ext. 17

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