

# ENGAGE. MOTIVATE. ASK. THANK.

## BUILDING A SUCCESSFUL LEADERSHIP GIVING PROGRAM IN YOUR WORKPLACE

### Obtain support from your CEO and senior management team

- Is your CEO already a Leavenworth Society (\$1,000+) or Tocqueville Society (\$10,000 +) leadership level donor? How about your senior management team? If not, work with your United Way contact to identify the best person to ask your CEO or management team for a leadership 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

- Consider creating a separate kick-off event for leadership giving 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

- Review previous donation 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). If you do not have access to this information, contact Tomeka Cole, Chief Development Officer at the United Way of Greater Waterbury at 203-757-9855 x17 / tcole@unitedwaygw.org.

### 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. Please share with United Way the impact area your prospects might be most interested, so the presentation can be customized for your audience.

### Follow-up

- The leadership giving coordinator should follow-up to ensure that potential donors are contacted as planned. United Way is available to provide support as needed

### Say “Thank You”

- Send a personalized note thanking each leadership donor. Consider planning a special event (such as a reception, lunch, or dinner) hosted by your company CEO to thank leadership donors for their support.
- Don't forget to invite your leadership donors to the United Way Leavenworth Society Reception, to be held annually the Friday before Thanksgiving, contact Tomeka Cole for details.

### Report Your Success

- Provide United Way with completed pledge cards of your leadership donors, so United Way can acknowledge their donations, recognize them in our Annual Report, thank them for their generosity and commitment, and keep them informed of special leadership events.

*The Leavenworth and Tocqueville Society foster, promote and recognize the vital importance of personal giving at an exceptional level. Membership provides an opportunity for individuals to affirm their deep commitment to address critical community needs through United Way.*