

› How to Conduct a Successful Leadership Campaign

Conducting a Leadership Giving campaign is one of the best ways to increase the success of your organization's overall United Way campaign. Leadership gifts are critical to the success of United Way's annual campaign. Last year over 48% of the campaign was contributed by individuals who made a personal contribution of \$500 or more. Leadership Giving allows your employees to make a greater impact on the lives of people throughout West Michigan and sets your organization apart as a leader in our community.

To Implement Your Leadership Giving Campaign

- Hold separate Leadership Giving meetings in addition to general employee meetings, and/or
- Integrate Leadership Giving into all United Way employee meetings

We encourage you to work with your Donor Relations consultant at Heart of West Michigan United Way to determine the best strategy for your organization.

Leadership Giving Campaign Best Practices

Gain CEO and Senior Management Support

- Meet with your CEO/management staff to make sure they understand and support United Way and Leadership Giving.

Recruit a Leadership Giving team to organize your Leadership Campaign

- Ask the CEO to appoint a well-respected member of your organization already giving at the Leadership level to spearhead the Leadership Giving campaign.
- Your Leadership Giving team can solicit incentives from the CEO/management team and/or local businesses.

Develop a Plan and Timeline for your Leadership Giving Campaign

- If you're holding separate Leadership meetings, schedule your organization's Leadership Giving campaign one to two weeks prior to the kick off of your general campaign.
- By announcing the results of an early Leadership Campaign, Leadership Givers can set the tone for the rest of the campaign, encouraging and inspiring others to give.
- Set goals for Leadership Giving.
- Include current and potential Leadership Givers in "Ask" meetings.
- Make solicitations in person. Peer-to-peer solicitations are the most effective "Asks."
 - Include retirees and/or Board Members as part of the potential Leadership pool.

Setting Up a United Way Leadership Giving Meeting

- Invite employees with a letter of endorsement from the CEO or Leadership Giving Chair.
- Consider holding your meeting during an already scheduled managers/directors meeting prior to the campaign.
- Work with your Donor Relations consultant to schedule a speaker for your meeting, this could be:
 - A United Way Partner Agency speaker
 - An employee from your organization who is a current Leadership Giver or United Way recipient
- Ask your CEO to make his/her donation prior to the meeting and endorse the Leadership Giving campaign at the meeting.
- Promote interest and confirm attendance of invitees.
- Use incentives to encourage attendance.

Include Leadership Giving in all United Way Employee Meetings

- Discuss Leadership Giving and its benefits in all employee meetings and invite employees to join.
- Do not assume that employees cannot give at the Leadership Levels. It is a personal choice and many organizations report that "front line" employees often account for a significant amount of Leadership Givers.

Thank all Leadership Givers

- Send a personal thank you from the CEO and Leadership Chair to all Leadership Giving donors.
- Hold a thank you event hosted by the CEO and distribute incentives.
- Recognize all Leadership Givers in a visible way that will encourage other employees to give (e.g. Leadership Giving shirts, plaques).
- Advise Leadership Givers to expect a thank you letter from Heart of West Michigan United Way.

Additional Leadership Strategies

- Create internal step-up program to recognize individuals giving at the \$500 or \$750 level.

Leadership Giving Levels

Honor Roll Pillar	\$500 to \$1,199
Bronze Pillar	\$ 2,000 to \$2,999
Silver Pillar	\$3,000 to \$5,999
Gold Pillar	\$6,000 to \$9,999
Alexis de Tocqueville	\$10,000 and above

