

BOOST YOUR CAMPAIGN WITH LEADERSHIP GIVING

Why is leadership giving so important?

Leadership giving — contributions of \$1,000 and more to the United Way Community Campaign — can provide a significant boost to your workplace campaign. During the 2010 United Way Community Campaign, contributions from more than 5,260 leadership donors totaled \$12.7 million of all dollars raised.

A leadership giving program also has a measurable impact on our region's success. And United Way's built-in recognition programs make it easy to thank outstanding contributors in your workplace.

How are leadership donors recognized?

Both Constitution Society members (donors of \$1,000 to \$9,999 per year) and Tocqueville Society members (those who give \$10,000 or more per year) are recognized in United Way of Central and Northeastern Connecticut's annual Tocqueville Society and Constitution Society *Leaders in Giving* publication.

Tocqueville Society members receive invitations to special receptions and events throughout the year, and they are also recognized in United Way's national registry.

How can you raise more leadership dollars?

It's easy to create a successful leadership strategy, and United Way staff are here to help. Here are a few tips on how to get started:

□ *Recruit a leadership coordinator or leadership team.*

Leadership donors — and prospective leadership donors — will respond best if approached by a current leadership donor. For this reason, your leadership coordinator should be a United Way Constitution Society member.

If your organization has more than ten leadership donors or prospects, consider recruiting several people for a leadership team. A personal touch is most important with leadership giving, and with a team in place, you'll have enough people to accomplish this.

□ *Determine your approach.*

A good place to start is to send a letter from your CEO or top management asking individuals to consider a

leadership gift. Follow up with a brief presentation, and finally, have your leadership coordinator or team member make a personal visit to ask for each gift. A personal "ask" is key in obtaining and retaining leadership gifts.

□ *Identify your prospects.*

Prospects may include management, senior staff, and those who currently give close to the leadership level. Your payroll department may be able to help you identify those whose payroll deductions total between \$750 and \$999. Just a small increase in their annual contribution will turn these employees into leadership donors!

□ *Inquire about a matching gifts program.*

Many donors are able to reach the leadership level through a matching gift from their company. If your workplace has a matching gifts program, be sure to mention it when you are asking for a pledge.

□ *Ask about combined household contributions of \$1,000 or more.*

If a donor and his or her spouse or partner make a combined annual campaign gift of \$1,000 or more, they both qualify for recognition as leadership donors.

□ *Show special appreciation.*

You can thank leadership donors with special receptions, a recognition poster in your company's lobby, or a special feature in your corporate newsletter. You can also provide a leadership pin or other symbol that they can wear with pride. For more information and ideas, just ask your United Way representative.

UNITED WAY LEADERSHIP RECOGNITION LEVELS

Colleague \$1,000 to \$2,499

Framer \$2,500 to \$4,999

Founder \$5,000 to \$9,999

Tocqueville Society \$10,000 or more

To learn more about starting or growing a leadership giving program in your workplace, please contact Christopher Jungers at (860) 493-6837 or cjungers@unitedwayinc.org.