

Leadership Campaign Guide

It matters! Conducting a Leadership campaign is one of the best ways to increase the success of your company's overall United Way campaign. As an integral part of your workplace-giving program, Leadership giving not only allows your employees to make a greater impact on the lives of people throughout Central New York, but it also allows them to show leadership within your organization and sets your organization apart as a leader in our community.

Ideally, someone in senior management who is a Leadership donor chairs your Leadership campaign. Work with United Way staff to determine the best strategy for your company.

LEADERSHIP LEVELS

\$1,000-\$1,499 <i>Hamilton White Society Wieting Block</i>	\$5,000-\$7,499 <i>Hamilton White Society Malcolm Block</i>
\$1,500-\$2,499 <i>Hamilton White Society Larned Block</i>	\$7,500-\$9,999 <i>Hamilton White Society Townsend Block</i>
\$2,500-\$4,999 <i>Hamilton White Society Bastable Block</i>	\$10,000+ <i>Alexis de Tocqueville Society</i>

Steps for a Successful Leadership Campaign

GAIN CEO AND LEADERSHIP SUPPORT

- Work with United Way staff to identify the best person to ask your CEO for his or her Leadership gift.
- Engage your CEO and senior management in leading, implementing and executing the Leadership campaign.
- Meet with your management staff to make sure they understand and support Leadership giving.

ORGANIZE YOUR LEADERSHIP CAMPAIGN

- Ask the CEO to appoint a well-respected member of senior management who is already giving at a Leadership level to lead your company's Leadership solicitation.
- Have the Leadership Chair work with the campaign committee to develop strategies and execute the plan.

DEVELOP YOUR STRATEGY

- Construct a timeline for your Leadership campaign.
- Set goals for your Leadership campaign
 - Increased awareness
 - Increased number of members
 - Increased gift amount
- If possible, always secure Leadership donations early in the campaign.
- Determine what would work best for your organization.
 - A Leadership event, such as a CEO breakfast, a luncheon, or an end-of-the-day reception
 - One-on-one request of current and prospective Leadership donors based on salary levels
- If you decide to hold the Leadership event, it should take place prior to the company-wide campaign kickoff. This allows company leaders to set the pace for the campaign, and lead by example.
- Create an invitation list for the event.
 - Employees who are invited to the Leadership event are employees who are part of management or have a salary that would allow them to make a Leadership gift. (Work with United Way Staff to determine your invitation criteria.)
 - Include retired company leaders. This is a great way to acknowledge their past contributions to the current success of the company.

- With the invitation, include the Leadership brochure and a letter requesting that the invitees become or remain leadership donors. Also, include a request to current leadership donors to increase their gift this year. These requests will be most effective if it comes from the CEO.
- The CEO should be present at the Leadership event, lead by example, and ask others for their Leadership investment.
- Invite United Way's Vice President for Leadership Development and/or other key United Way leaders to speak at the Leadership event about how today's United Way is different.
- At the event, share a roster of your company's current Leadership members. This will encourage prospective members to join their peers in leading.
- Promote Leadership giving throughout your employee campaign.
- Follow up with employees who do not respond by asking again.

THANK ALL LEADERSHIP DONORS

- Have the CEO and Leadership Chair send a personal thank you to all donors and team leaders.
- Visibly recognize all Leadership donors to encourage others' giving.
- Encourage all Leadership donors to watch for their United Way of Central New York thank-you and invitation to the community-wide Leadership thank you event to be held early next year.

REPORT RESULTS

- Report results to donors.
- Report results to United Way.
- Celebrate your Leadership growth!

Other Leadership Campaign Ideas

CEO INVOLVEMENT

Have the CEO personally deliver any Leadership recognition item and thank each member for his or her generosity and leadership.

RECOGNITION

Use your company's internal newsletter to identify and thank your Leadership donors. Prepare your own roster of Leadership donors.

SPOTLIGHT THE LEADERSHIP DONOR

Purchase special polo shirts or lapel pins for each Leadership donor. Encourage members to wear them during the employee campaign to show their membership in the Leadership program