



*Encourage
Leadership
Giving*

Company Leadership Giving Campaign Guide
Sieur du Lhut Leadership Giving Society
United Way of Greater Duluth

Leadership Giving Campaign

INTRODUCTION

A leadership giving campaign should be part of the general campaign plan for a company. Its purpose is to attract donors who will contribute a minimum of \$1,000. To encourage contributions at this level, United Way has established the Sieur du Lhut Leadership Giving Program.

Leadership givers significantly deepen the cumulative impact for the community through their generous investment of \$1,000 or more annually to United Way. Leadership givers make a great investment in their community and raised more than 31 percent of last year's total dollars raised during the campaign.

Whether this is your first year or your tenth running a Leadership Giving Campaign, we hope you find the ideas in this booklet helpful. This guide will provide you with keys to running a successful leadership campaign, ideas for special events, sample solicitation scripts, and frequently asked questions.

For more information on United Way of Greater Duluth's Sieur du Lhut Leadership Giving Program or questions about the information in this guide, please contact Paula Reed at preed@unitedwayduluth.org or call (218) 726-4790.

Leadership Giving Campaign

STEPS TO A SUCCESSFUL LEADERSHIP CAMPAIGN

1. Gain commitment from your CEO
 - » Seek the support of the CEO. His or her participation as a leadership donor will send a message throughout the company that s/he supports United Way of Greater Duluth.
 - » Ask your CEO to offer a special incentive or offer a match to people who become new Leadership Level donors or increase their gift.
2. Recruit a Leadership Campaign Coordinator
 - » The CEO or a senior staff person should act as the Leadership Campaign Coordinator (LCC) and conduct the leadership campaign.
 - » The LCC should work closely with the Employee Campaign Coordinator to ensure everyone who should be approached, is approached and that leadership campaign efforts reinforce overall campaign messages.
 - » The LCC should also make a leadership gift since s/he will be asking others to do the same. The LCC is a role model and sets the example.
3. Recruit a Leadership Giving Team
 - » Personal relationships are the key to a successful one-on-one leadership giving campaign. If your company has more than 10 leadership contributors or prospects, one person may not be sufficient to meet with each individual and have a meaningful discussion concerning United Way and his/her commitment.
 - » Involving others will lead to increased leadership participation and greater awareness.
 - » Team members should lead by example and be a member of the Sieur du Lhut Leadership Society.

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4. Host a Leadership Giving Team Orientation

- » United Way staff is available to help you develop a leadership giving program that fits your organization's specific needs. Paula Reed (preed@unitedwayduluth.org) is available to help with planning and implementation of your leadership campaign efforts.

5. Identify Who to Invite and Determine How Much to Ask For

- » Develop an internal goal and determine who to invite into the program. You could base this on employee compensation and/or by position within the organization.
- » Remember that leadership contributors can combine their gift with their spouse or significant other to achieve the \$1,000 leadership level.
- » United Way also has an Emerging Leaders program for those who are not quite able to commit to \$1,000 right now. This program allows them to "step-up" to that level over a 3-year period by contributing \$500 in year one, \$750 in year two and \$1,000 in year three.

6. Assign Donors and Prospects to Team Members

- » Divide names among team members to ensure peer-to-peer solicitation and a good fit between potential donor and team member.
- » Communicate, develop and publicize the company goal for leadership giving in addition to the overall campaign goal.
- » Distribute leadership materials including brochures, pledge cards and other appropriate information.

7. Don't forget to Ask

- » Ask for the pledge. The number one reason people say they don't give to United Way is that they aren't asked!

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- » Consider and discuss with your team the ways to ask for the pledge: one-on-one meeting, small group meeting, a pledge card sent through the mail, or a special event.
- » Ensure that you have necessary information on hand to answer questions at the time you ask for the pledge.

8. Say Thank You

- » Send notes of appreciation to everyone you asked to join.
- » Consider holding a company-sponsored thank you event for all Leadership donors.
- » Look for opportunities to publicize the success of your Leadership Giving Campaign and position the program for success in the next campaign year.

Campaign Success

Contrary to popular belief, it is possible to have a successful Leadership Giving Campaign without a budget. All it takes is a little creativity!

Below are ideas on how to have a successful campaign without a budget:

PUBLICITY

- » Share your enthusiasm for United Way at your next staff meeting.
- » Write a brief story about how United Way has touched your life and submit it to your company newsletter. *(Include information on how to pledge!)*
- » Submit information on the Leadership Giving Campaign to your company's intranet site.

MAKING THE "ASK"

- » Set up one-on-one meetings with the employees you would like to ask.
- » Pass out personal notes to your co-workers with a pledge packet attached.
- » Send potential members an email and follow up with a phone call.
- » Carry pledge cards with you and hand them out.

SPECIAL EVENTS

- » Set up a Day of Caring project or an agency visit.
- » Host a potluck lunch.
- » Invite an agency speaker to give a brief presentation at your next staff meeting.

SAYING THANK YOU

- » Write a personalized note to the employees who pledge. (If there are too many for personalized notes, type a letter and handwrite a short message on it.)
- » Submit a thank you message to the company newsletter or intranet site.

Special Events

Many companies choose to center their Leadership Giving Campaign around a special event. This is often a good way to begin the company campaign and offer donors and prospects a chance to mingle and discuss community issues. Below are some questions you should consider when deciding whether or not to host a special event.

IS A SPECIAL EVENT RIGHT FOR MY COMPANY?

That depends. Special events help signal the beginning of the campaign and provide employees a chance to come together to learn about United Way. They almost always positively impact the campaign and the employees who attend. When special events are too large, they can become impersonal and lose some of the intimacy of the one-on-one ask. Large companies may need to have several special events to accommodate all the potential attendees.

WHO SHOULD I INVITE?

The answer to the question is largely based on your company's culture. Most companies start by inviting previous Leadership Givers. Some add prospects, those who have been identified as potential leadership givers.

AREN'T SPECIAL EVENTS REALLY EXPENSIVE?

They can be, but they don't have to be expensive. There are many ways to have a special event on a tight budget. These are just a few:

- » Host an after-work cocktail hour in your home.
- » Host a brown bag lunch in your company's conference room.
- » Host a 3:00 p.m. dessert break in your department.
- » Bring pastries and coffee and host a small breakfast.

WHAT SHOULD WE DO AT THE EVENT?

Anything you want! But here are a few suggestions:

- » Invite your CEO to speak.
- » Have an agency speaker.
- » Show the United Way video.
- » Have attendance prizes.
- » Have a torchlighter speak.
- » Hold a drawing for those who pledge at the event.

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