

How to: Start a Leadership Giving program

The United Way Gem Society is a program to encourage and recognize individuals in our community who make gifts of \$1,000 or more to the annual United Way Campaign. Gem Society members receive exclusive invitations to special events, in-depth reports on their community investments, a monthly newsletter, and opportunities to meet with United Way staff members to discuss community issues.

United Way Gem Society Giving Levels

Hope Diamond	\$6,500 - \$9,999
Diamond	\$4,000 - \$6,499
Sapphire	\$2,500 - \$3,999
Emerald	\$1,500 - \$2,499
Ruby	\$1,000 - \$1,499

Tocqueville Society *For Leadership Givers donating \$10,000 or more annually*

Conducting a Leadership giving 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 employee campaign, Leadership Giving allows your employees to make a greater impact on the lives of people throughout the region and sets your organization apart as a leader in our community.

Seven Steps to A Successful Leadership Campaign

1 Integrate Leadership and your campaign

Meet with your company's United Way Employee Campaign Coordinator to get a better understanding of your company's campaign and discuss how to integrate Leadership Giving. Discuss whether a budget is available to provide incentives for your campaign.

2 Recruit a team

Include individuals in different positions and departments to be representative of the leaders in your organization. Select team members who are committed to United Way and are already contributing at or have the potential to contribute at the Leadership Giving level.

3 Make it fun

Meet with your team to brainstorm ways to make your campaign fun and exciting; be creative.

4 Identify employees

Find those in your organization who have the potential to contribute to United Way at the Leadership Level. Be as inclusive as possible. Ask your HR department for help or contact United Way.

5 Add more value

Look for opportunities to capitalize on the momentum generated through the Leadership Giving Initiatives at United Way as the campaign will bring individuals throughout the company together.

6 Ask for the pledge

The number one reason people say they don't give to United Way is they aren't asked. Consider and discuss with your team the ways to ask for the pledge: one-on-one meeting, small group meetings, a pledge card sent through the mail, or a special event. Ensure that you have information on hand to answer questions at the time you ask for the pledge. Here are four resources to help:

7 Say thank you

Send notes of appreciation to everyone you asked to join. Consider holding a company-sponsored thank you event for all Leadership Givers. Partner with your Employee Campaign Chair to summarize the results of the General Leadership Giving Initiative and its impact on the company campaign. Look for opportunities to publicize the success of the General Leadership Giving Initiative and position the program for success for the next campaign year.