

Leadership Giving Campaigns



Did you know that individuals and couples giving \$1,000 or more to United Way each year have become the fastest growing segment of United Way's annual campaign? Engage your company leadership and boost your results by running a leadership giving campaign. The following checklist will give you an idea of how to get started.

If you would like to hold a leadership giving campaign in your organization, please contact [Leslie Davidson](mailto:leslied@uwberks.org) at 610-685-4560 or leslied@uwberks.org. Leslie will provide you with more information, staff support, materials, and ideas to help you run a successful campaign.

- ❑ Gain CEO support
- ❑ Identify Leadership Giving coordinator and/or Leadership Giving champion (ask a senior manager to lead the effort)
- ❑ Identify potential within the company
- ❑ Set goals
- ❑ Develop strategies for success by contacting Leslie Davidson at 610-685-4560 or your campaign manager. Best practices include:
 - Hold separate solicitation
 - Identify key speaker
 - Create special incentives
 - Promote the Challenge Match
 - Utilize United Way resources: Leadership Giving pledge forms, sample letters and customized materials.
 - Share results
- ❑ Thank donors with personalized thank you letters from the CEO, a luncheon or other special effort