

During the Campaign

Leadership Solicitation:

A strong Leadership campaign provides a source of new dollars for your campaign & is key to achieving your organization's goal. A Leadership Giving program is easy to implement in a company of any size.

Leadership Giving is an effective way for contributors to have a greater impact on our community. Company recognition, personal recognition, networking or social opportunities & helping impact the community are just a few of the benefits a Leadership Giver receives.

What is leadership giving all about?

Leadership Givers are individuals who contribute \$500 or more each year. The following are different levels of leadership giving:

Community Club	\$500 - \$999
Stevens Society:	
Community Champions	\$1,000 - \$2,499
Leadership Circle	\$2,500 - \$9,999
Alexis de Tocqueville Society	\$10,000 & up

A few key strategies for leadership:

If your CEO has not already appointed a Leadership Coordinator, ask him/her to appoint someone who is a respected leader in the organization & a leadership giver. The Leadership Coordinator should organize the leadership solicitation & include a special leadership meeting, peer-to-peer solicitation, follow-up, & a strategy to thank leadership givers.

When finalizing your leadership solicitation methods, keep these groups involved:

- Employees who gave at leadership levels last year
- Employees currently giving \$250 or more
- Employees earning \$50,000 or more
- Employees receiving stock options as part of their compensation package
- Retirees who were leadership givers & long-time United Way supporters

Matching programs also have a strong impact on Leadership giving, allowing donors to plan increases in giving & make multi-year commitments. Many companies have internal matching programs using corporate dollars to assist individuals wishing to give at a Leadership level.

Employee Meetings:

The first step to a successful solicitation is for the campaign team to make a pledge. Then, ask every employee to give either in a group meeting or one-on-one. This gives the employee a chance to ask questions about United Way. If your team scheduled agency tours, you already have a foundation for your United Way story. Make sure you build on that with more emotional appeal.

A group meeting can be presented in approximately 20 minutes. Include things to encourage attendance such as entertainment, refreshments, decorations, music, door prizes, etc. During the meeting:

- Have your CEO welcome & give his/her endorsement of UWNEGA
- Have your Loaned Executive &/or a United Way representative speak
- Allow employees to give testimonials
- Show the video
- Pass out *pledge cards & have pens for signing
- Ask for cards to be returned at the meeting (or an appropriate date within the week) & thank everyone for attending

*Pledge card instructions should be given at some point of solicitation. It is up to the coordinator to go over them in the meeting or as follow-up to get cards returned. Just make sure your team spot checks cards as they are returned to catch common mistakes before totaling the results.

The One-on-One method involves you meeting with an employee individually & asking for their gift. Be sure you:

- Schedule an appointment to show you are respectful of the individual's time
- Consider who you are meeting with & tailor your presentation to their interest
- Prepare your "presentation" in advance & practice
- Present reasons for giving; share why you give
- Give them an opportunity to ask questions
- Ask for their participation at a specified level or ask them to increase their current gift

Some employees will ask what they should give. For those that ask for suggestions of giving, refer them to the giving guide based on income in the brochure:

Giving Guide-

Up to \$19,999	1 hour's pay per month
\$20,000 - \$49,000	1%
\$50,000 - \$99,999	2%
\$100,000 and up	3%

Gather Pledge Cards:

At this point, your employees have heard the story & have been asked to give. Follow-up with anyone that missed a meeting or was out of the office within the solicitation timeline. Make wrap-up easy for your team by requesting that all

pledge forms be completed & turned in by a specific date even if the employee chooses not to give. Having all pledge forms completed & turned in is a good way of recognizing if every employee was given the opportunity to contribute. Your next step will be to divide cards by gift type & prepare for reporting results.