

# LEADERSHIP GIVING

A Leadership Giving Program is easy to implement in a company of any size and can be an excellent source of new dollars for your campaign. In fact, it is the most effective way to increase contributions in your workplace. By giving a gift of \$20 a week, leadership givers are making a significant difference in addressing the greatest needs within our community.

## APPOINT A CHAIR

Enlist CEO support to appoint a senior executive to serve as the leadership program chair. The chair should be a respected leader willing to invest time, make contact with peers, and be a leadership giver.

## DETERMINE YOUR PROSPECTS

Ask your payroll or human resources department for assistance in identifying people who are strong prospects for leadership giving. A common benchmark would be employees earning \$50,000 or more. Another source is to review all employees currently giving \$500 or more to United Way. Send out targeted letters to current and potential leadership donors.

## PLAN KICKOFF AND SOLICITATION

This can be a great opportunity to bring upper management and prospects together for a presentation. Pick a format that fits your organization's culture. The most popular – a CEO-hosted breakfast, lunch or reception. Make it special; make your guests feel important and personalize when possible. Consider having a speaker from Rappahannock United Way. RUW can provide a speaker who can address issues of importance to your organization. Ask your RUW Campaign Manager to assist you with this part of the company campaign. Also, consider touring a community partner agency and see real results!

## LEADERSHIP RECOGNITION

Personal recognition for those who contribute to RUW is critical.

### RECOGNIZE LEADERSHIP GIVERS WITH:

- A personalized thank you letter from your CEO and leadership program chair
- A thank you reception hosted by your CEO and leadership program chair
- Acknowledgment in your organization's newsletter and other communication materials, as appropriate

### RUW WILL RECOGNIZE YOUR ORGANIZATION'S LEADERSHIP GIVERS IN THE FOLLOWING WAYS:

- A personal thank you will be sent
- Publish a registry of leadership donors and provide each a complimentary copy

To ensure leadership givers are recognized properly, encourage them to complete the recognition section on the pledge form.

## LEADERSHIP GIVING LEVELS

COMMUNITY BUILDER  
\$1,000 TO \$1,749

COMMUNITY CHAMPION  
\$1,750 TO \$2,499

COMMUNITY INVESTOR  
\$2,500 TO \$4,999

COMMUNITY FOUNDER  
\$5,000-\$9,999

TOCQUEVILLE SOCIETY  
\$10,000+

