LOYAL CONTRIBUTOR PROGRAM

RUW's Loyal Contributor Program recognizes and thanks donors (of any giving level) who have supported any United Way for at least 10 years. Through their long time support, our Loyal Contributors have positively impacted the lives of hundreds of thousands of people.

WHY INTRODUCE THE LOYAL CONTRIBUTOR PROGRAM TO YOUR CAMPAIGN?
• It celebrates your employees, regardless of their giving level, for their ongoing commitment to the community through United Way
• It makes your employees feel appreciated, reinforcing company loyalty and encouraging community support
• It allows Rappahannock United Way to personally recognize and directly thank long time donors
• It identifies long time supporters for leadership opportunities within the campaign
• It provides your company with opportunities to feature long time supporters in internal communications
• It reinforces your company's appreciation of your employees

HERE ARE SOME SUGGESTIONS TO HELP IMPLEMENT THE LOYAL CONTRIBUTOR PROGRAM INTO YOUR CAMPAIGN:

PRE-CAMPAIGN:
• Build the Loyal Contributor message into campaign kick-off email and materials

CAMPAIGN KICK OFF:
• Recognize your Loyal Contributors at kick-off events and electronic communication
• At the campaign kickoff meeting, ask the Loyal Contributors to stand and be recognized
• Hand out Rappahannock United Way Loyal Contributor stickers
• Host a special Loyal Contributor gathering during the campaign
• Thank your Loyal Contributors by giving them a Live United T-shirt or some other recognition item

POST CAMPAIGN:
• Provide Rappahannock United Way with a list of your Loyal Contributors. You may want to feature their names in your internal communications

YEAR-ROUND:
• Rappahannock United Way will recognize and communications with your United Way Loyal Contributors through special events and special communications about the impact of their gift

For more information on how to increase leadership giving or loyal contributors in your workplace, please contact your RUW Campaign Manager.