

## Leadership Giving Best Practices

Leadership Givers contribute \$1,000 or more annually to United Way Capital Area. Leadership giving is an important part of any campaign, comprising up to 50-percent of the dollars raised in most organizations and more than 30-percent of all dollars raised at United Way. ***Here's how to run a great Leadership Giving Campaign:***

### ***Engage Leadership Giving Volunteers***

- Recruit a Leadership Giving Chairperson and/or committee to develop leadership giving strategies specific to your company & speak about leadership giving during the campaign.

### ***Determine Leadership Giving Prospects***

- Potential prospects for leadership giving:
  - Individuals making \$50,000 or more annually
  - Current donors giving \$500 or more annually
- Determine who the leadership giving prospects are in your company.
  - Some companies have successfully used a message of “anyone can be a leadership giver” and promoted leadership giving at all campaign activities.
  - Other companies have had great success with a focused approach targeting individuals in specific departments or management positions with higher salaries.
  - Determine which approach will work best for your company's size & culture.

### ***Make the Leadership Giving Ask***

There are numerous ways to ask individuals at your company to become leadership givers.

- Run a leadership giving campaign with management prior to the general campaign. Have the CEO host a meeting.
- Have a current leadership giver make the leadership giving ask during an existing management, department, or group meeting.
- Host a leadership giving breakfast, rally, happy hour, etc. Use a high-level speaker or tour a UWCA program such as the United Way Resource Center or the 2-1-1 Texas call center
- Send a mailing or email to all leadership giving prospects if you can't organize a physical meeting.
- Promote the benefits of UWCA's leadership giving affinity groups, which all provide regular events to their members
  - *Young Leaders Society (YLS)* – individuals & couples age 21 to 45 who contribute \$1,000 or more annually. [www.unitedwaycapitalarea.org/yls](http://www.unitedwaycapitalarea.org/yls)
  - *Women's Giving Network (WGN)* – women who contribute \$2,000 or more annually to UWCA. [www.unitedwaycapitalarea.org/wgn](http://www.unitedwaycapitalarea.org/wgn)
  - *Tocqueville Society* – individuals & couples who contribute \$10,000 or more annually. [www.unitedwaycapitalarea.org/adt](http://www.unitedwaycapitalarea.org/adt)

### ***Say Thank You***

- Report leadership campaign results to all leadership givers.
- Send a thank you letter to all leadership givers from your CEO/company leader.
- Host a thank you event or gift for all leadership givers (and spouses).