

## Leadership Event Follow Up Communication Template

Dear **EMPLOYEE NAME:**

Thank you for your participation in today's United Way Leadership Lunch. Our goal for our campaign this year is **\$XX,XXX** and we need your help.

That's why I want to invite you to become a Leadership Giver today.

Leadership Givers have the power to dramatically impact the lives of the most vulnerable members of our community by investing \$1,000 or more. As a leadership giver, you can combine public purpose with private giving to make strategic investments in the whole range of health and human service issues in our community. More importantly, our community depends on leaders like you to make this change happen.

We have a proud history of creating Leadership Givers. For example, in 2008, the contributions of Leadership Givers accounted for **XXXX%** of our entire charitable campaign total of **\$\$\$\$\$**. In fact, by pledging only \$84 a month (handled simply through payroll deductions), you will become a United Way Leadership Giver.

If you decide to make a leadership level gift, you may also be interested in joining one of the membership groups listed below. These groups provide benefits such as networking and educational events and group volunteer projects. Be sure to indicate your interest on your pledge form, or contact your campaign coordinator, to receive further information.

- **Young Leaders Society** – Gifts by individuals and couples, age 45 or younger, of \$1,000 or more annually
- **Women's Leadership Council** – Gifts by women of \$1,200 or more annually to UWCA
- **Tocqueville Society** – Gifts by individuals and couples of \$10,000 or more annually

Visit [http://www.unitedwaycapitalarea.org/leadership\\_giving](http://www.unitedwaycapitalarea.org/leadership_giving) to learn more and sign up today!

The truth is that together, united, we can do anything—from helping more students graduate school to ensuring our older adults live healthy and independent lives, from recruiting thousands of mentors for young children to helping low-income, working families make and save more money.

Thank you for your time and consideration,

Employee Campaign Coordinator