



Running a Group Leadership Giving Campaign

Thank Your Contributors

- You can never over-thank someone. Send a thank you note to contributors and to members of your Leadership Giving Team. A personal note from the CEO will let people know their time and their gift is appreciated.
- Host a reception or luncheon to acknowledge and thank leadership contributors.
- Have incentives for new donors, renewed donors, and donors increasing to a higher level.
- Additionally, United Way sends each leadership contributor a personal thank you.



Give. Advocate. Volunteer. **LIVE UNITED™**