



Running a One-on-One Leadership Giving Campaign

What is a Leadership Campaign?

A leadership giving campaign should be part of the general campaign plan for the company. Its purpose is to attract donors who will contribute a minimum of \$1,000. To encourage contributions at this level, United Way has established the Leaders in Giving program. Leadership giving campaigns are playing more and more of an integral part of the overall campaign in many companies. You'll find that it is often easier to get 10 people to give \$1,000 than 100 people to give \$100. Below are the essential steps to running a successful one-on-one leadership giving campaign. It is important to remember that every company is unique and each campaign should be tailored to the individual company and each individual donor.

Gain Commitment From Your CEO

- Seek the support of the CEO. His/her participation as a leadership donor will send a message throughout the company that s/he supports United Way of Central Minnesota's mission.
- Ask your CEO to offer a special incentive or offer a match to people who become new Leaders In Giving members or increase their gift. As an example many companies will offer to match new member contributions for the first 10 years. First year \$500 organization, \$500 employee; second year \$250 organization, \$750 employee; third year employee contributes full \$1000.



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Recruit a Leadership Giving Coordinator

- The CEO or a senior staff person should act as the Leadership Giving Coordinator (LGC) and conduct the leadership campaign.
- The LGC should work closely with the Campaign Manager to ensure everyone who should be approached, is approached.
- The LGC should also make a leadership gift since s/he will be asking others to do likewise. The LGC is a role model and sets the example.

Recruit a Leadership Giving Team

- Personal relationships are the key to a successful one-on-one leadership giving campaign. If your company has more than 10 leadership contributors or prospects, one person may not be sufficient to meet with each individual and have a meaningful discussion concerning United Way and his/her commitment.
- Involving others will lead to increased leadership participation and greater awareness.
- Team members should lead by example and be a member of the Leaders In Giving program.

Host a Leadership Giving Team Orientation

- Individualized training with United Way staff offers your organization the opportunity to develop a leadership giving program that fits your organization's specific needs. This will include specific skills and techniques on how to ask for a gift that makes the request a positive experience for both the team member and potential donor.



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Identify Who to Invite and Determine How Much to Ask For

- Develop an internal giving goal and determine who to invite into the Leaders In Giving program. You could base this on employee compensation and/or by position within the organization.
- Prepare and personalize each prospect's Leaders In Giving pledge form.
- Remember leadership contributors can combine their gift with their spouse or significant other.

Assign Donors and Prospects to Team Members

- Divide names among team members to ensure peer-to-peer solicitation and a good fit between potential donor and team member.
- Communicate, develop and publicize the company goal for leadership giving in addition to the overall campaign goal.
- Distribute leadership brochures, pledge cards, thank you materials, and other appropriate information.



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