

# Running a Leadership Giving Campaign

## **What is a Leadership Giving Campaign?**

A leadership giving campaign should be part of your workplace campaign plan. 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 an integral part of the overall campaign in many organizations. 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 organization is unique and each campaign should be tailored to the individual organization and each individual donor.

## **Gain Commitment from Your CEO**

- Seek the support of your CEO. His/her participation as a leadership donor communicate to your organization 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 organizations will offer to match new member contributions for the first three years. First year \$500 organization, \$500 employee; second year \$250 organization, \$750 employee; third year employee contributes full \$1,000.

## **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 Advocate 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.

### **Schedule a Leadership Giving Meeting**

- Contact your United Way staff to schedule a Leadership Giving meeting. United Way CEO Jon Ruis will present at your Leadership meeting and ask for employees to join him in financially supporting United Way with a Leadership gift.
- Your United Way staff can provide a list of past LIGs at your company. You will also want to invite managers and those in leadership positions in your company. Be inclusive in your invitation.
- Involving others will lead to increased leadership participation and greater awareness.
- Consider volunteering together or doing an agency tour as part of your Leadership Giving meeting. Your United Way staff can schedule this for your group.

### **Thank Your Contributors**

- You can never over-thank someone. Send a thank you note to contributors. 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.