



## Leadership Giving Team Member

### Purpose and Goal:

Leadership Giving Team Volunteers assist United Way staff to decide and implement best strategies for growth and stewardship for the annual Leaders in Giving donors. Volunteers assist by reaching out to current leadership donors and assist in retaining donated funds.

### Primary Responsibilities:

- Select other Leaders In Giving people you know to contact on behalf of United Way during the annual campaign, contacts will typically be made June-September
  - Select 5-8 current Leaders in Giving members to thank them for their past gift and to encourage them to renew and consider enhancing their gift during this year's campaign.
  - Select and contact 2-3 people not currently giving at the Leaders in Giving level who you feel comfortable extending an invitation to join you as a Leader In Giving.
  - Contact three people who have given in the past, but not during the last most recent campaign(s), to invite them to consider participating again.
  - Conduct follow up calls in January-March to thank LIG donations.
- Evaluate your personal pledge and make your commitment early in the campaign.
- Attend a short training meeting to receive additional information about the campaign and to select the individuals you will contact.
- Attend the annual Leadership Giving Thank You event.
- Be a Champion in your organization and the community in support of giving the "United Way".
- Following the campaign, evaluate the process and recommend improvements for the next year.

### Qualifications:

- Be a current Leader in Giving member
- Be comfortable calling other Leaders in Giving

### Composition:

- 20-25 members
- Diversity of ages

### Time Commitment:

- Two-year commitment and the opportunity to serve for additional years there-after
- June through September
- Approximately 15-20 hours each year attending meetings or contacting Leaders in Giving members
- Additional hours for follow up conversations/meetings

### Benefits:

Have an opportunity to connect and network with other Leadership donors for UWCM and the community

### United Way Key Contact:

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*Mission: To improve people's lives by mobilizing the caring power of Central Minnesota.*