

# EVERYONE HAS SOMETHING TO GIVE. LIVE UNITED™



## Leadership Support Makes a Difference

### Who are leadership donors?

Leadership donors are those who contribute \$1,000 or more annually through the United Way Community Campaign and therefore are recognized as members of the United Way Constitution Society.

### Why is leadership giving so important?

Leadership giving is a tool that can boost your company's campaign significantly. In the 2008 United Way Community Campaign, contributions from more than 5,700 Constitution Society members totaled more than \$14.5 million of all dollars raised. Leadership giving is a clear and direct way to make a measurable impact in our 40 towns and identifies these donors as a unique group of community leaders demonstrating a commitment to the communities we serve.

### How are leadership donors recognized?

These generous donors are acknowledged for their outstanding commitment and dedication to our community in a special recognition program called the United Way Constitution Society. As Constitution Society members, these donors are recognized by United Way of Central and Northeastern Connecticut in the Tocqueville Society and Constitution Society Roster of Members which is published annually.

Donors who contribute \$10,000 or more through the Community Campaign are members of the national United Way Tocqueville Society. These donors receive recognition locally in the Tocqueville Society and Constitution Society Roster of Members and in the United Way of America national registry of Tocqueville Society donors.

### How can I raise more leadership dollars?

Working closely with United Way staff, you can strategize about a leadership giving program. Here are a few tips on how to get started:

#### **Recruit a leadership coordinator or leadership team**

The Leadership Coordinator should be a United Way Constitution Society member. If your organization has more than ten leadership donors or prospective donors, it is helpful to recruit several people to join a leadership team. This ensures that you have enough volunteers to make the approach to your colleagues a personal one, and thus more effective. If you have a team, then all members of the team should be leadership donors.

#### **Determine an approach**

Consider a letter from the CEO or top management requesting consideration of a leadership contribution, follow up with a brief presentation, and finally, make a visit to ask for the gift in person which can increase the success rate of gaining and retaining leadership donors.

#### **Identify prospects within your organization**

Prospects can be management, senior staff, and those who currently give close to the leadership level. Your payroll department may be able to assist you in identifying those whose payroll deductions total between \$750 and \$999. Just a little increase in their annual contribution will make these current donors leadership donors.

#### **Inquire about a matching gifts program**

Many donors are able to reach the leadership level through a matching gift from their company. This is a great incentive for staff members to know about when they are making their pledge to the United Way Community Campaign.

#### **Ask if there is a combined household contribution of \$1,000 or more**

A household gift where both the donor and the donor's spouse/partner have a combined annual gift of \$1,000 or more makes both members of the household leadership donors.

#### **Show appreciation for leadership donors**

Special thank you receptions, a recognition poster in your company's lobby, or a feature of these donors in your company newsletter are ways to thank donors for their support. A leadership pin or other symbol which will identify these individuals as leadership donors is also a nice gesture.

#### **Leadership donors are recognized at the following levels:**

- Colleague \$1,000 to \$2,499
- Framer \$2,500 to \$4,999
- Founder \$5,000 to \$9,999
- Tocqueville Society \$10,000 or more

*For more information on how to increase or start a leadership giving program in your campaign, please contact Sara Barczak at the United Way of Central and Northeastern Connecticut at (860) 493-6837 or sbarczak@unitedwayinc.org.*