

Leadership Giving Strategies Planning Tool



United Way
of the Greater Triangle

For best results in **Leadership Giving**, choose at least 2 best practices in each category below. Each strategy is ranked High (H), Medium (M) or Low (L) based on return on investment (ROI). Your United Way representative can help with the implementation of these ideas. A how-to document on “Conducting a Leadership Campaign” is available on the UWGT website.

EDUCATE Your Employees!

- Take Leadership Prospects on a Live United bus tour (H)
- Have your CEO/Executive speak about their leadership giving philosophy (M)
- Explain the different affinity groups and their membership benefits (M)
- Provide examples of what \$1200 will buy (L)
- Other Idea: _____

ASK For the Gift!

- Host a specific leadership event (breakfast, lunch, cocktails at CEOs house, etc) (H)
- Ask current Leadership Givers to recruit one new Leadership Giver (H)
- Hold Leadership Campaign early and announce amount raised at the campaign kickoff event (H)
- Hold Leadership event at a regular senior management meeting (M)
- Use targeted communications to encourage donors to “step up” to the next level of giving (M)
- Invite employees to leadership events based on job title, salary, last year’s gift, etc. (M)
- Other Idea: _____

THANK Your Donors!

- Offer company match for first-time leadership givers. (H)
- Host Thank You event with CEO for Leadership Givers (H)
- Send personalized thank you letters to leadership donors from CEO (H)
- Recognize leadership givers through intranet, emails, poster, etc... (M)
- Offer incentives for leadership givers (first-time leadership gift, step up to new leader level, etc) (L)
- Other Idea: _____

Leadership Giving Levels and Affinity Groups

African American Leadership Initiative (AALI): African American donors of \$1200+

Young Leaders Society (YLS): \$500+ under age 30, \$800+ ages 31 – 40

Women’s Leadership Council (WLC): Women donors of \$1200+

Loyal Contributors: Donors who have given to any United Way 10+ years

Tocqueville Society: Donors of \$10,000+, with \$5,000 to Give United

Leadership Circle: Donors of \$1,200+, who are not a member of any other affinity group

Legacy Society: Donors who have made a bequest or other deferred gift