



*Together we create the opportunity to change lives...*

At the core of every worthwhile endeavor are leaders whose caring and personal leadership set the course for others. In our community, the “*Leaders of Change*” are generous individuals from throughout Erie County who are partnering with United Way to change lives and build community. Participation in the *Leaders of Change* program means an investment in what matters – results oriented programs that improve the quality of life in Western New York, making our community a better place to live and raise a family.

The *Leaders of Change* recognition levels:

<b>Helping People Society</b>	\$1,000 - \$2,499
<b>Strengthening Neighborhoods Society</b>	\$2,500 - \$4,999
<b>Building Community Society</b>	\$5,000 - \$9,999
<b>Creating the Future (Alexis de Tocqueville Society)</b>	\$10,000 - \$1 Million+

Did you know...

- Over 2,400 distinguished individuals are members of this group, which represented \$4.5 million dollars in 2006!
- 100% of your United Way donation stays right here in our community to help the families and neighborhoods that need it most.
- 90 cents of every dollar donated to United Way *Community Care* goes directly to local organizations that meet our region’s most critical health and human service needs.

Leaders of Change workplace campaigns involve five components:

- 1) Identify and enlist a **leadership coordinator**, apart from the employee campaign coordinator.
- 2) Identify leadership **prospects**.
- 3) Generate publicity and plan a **leadership kick-off**.
- 4) Distribute information and **conduct personal follow up** on all gifts from the CEO or leadership coordinator.
- 5) **Community recognition**/thank you programs

## Emerging Leaders Society (ELS)

The ***Emerging Leaders Society*** is an exciting program for our leadership donors who are age 45 years or younger. This dynamic group of over 350 members enjoys complimentary benefits such as board governance training, exclusive networking opportunities with area civic and corporate leaders, family and individual volunteer opportunities, and annual social events.

# 5 STEPS TO RUNNING A SUCCESSFUL LEADERSHIP CAMPAIGN

1

## Recruit a Leadership Team & secure Management Support

- Appoint a well-respected member of the senior staff, who is a Leadership donor, to conduct the Leadership campaign. The Leadership Coordinator should attend a volunteer orientation, and should recruit a team to work with them to solicit Leadership gifts.
- Secure CEO support of the campaign.

2

## Identify Prospects

- Review last year's leadership donors list and identify whom to add based on compensation and/or position. Set goals based on dollar amounts and number of new leadership givers.
- Identify Emerging Leaders Society prospects in your workplace.
- Establish the timing of the Leadership Giving Program.

3

## Generate Publicity

- Determine and publicize your organizations Leadership goal.
- Consider planning a Leadership Giving kick-off event at all locations before the kickoff of the general campaign. Invite a United Way representative to give a Community Care Leadership presentation.
- Consider a *Leaders of Change* "field trip" to a United Way funded program.

4

## Make the Ask

- Distribute *Leaders of Change* and *Emerging Leaders Society* brochures, pledge cards, and other literature to all identified prospects.
- The CEO, Leadership Coordinator, and/or team members should personally ask for a gift, answer any questions, and communicate the value of investing in United Way Community Care.
- Follow-up with each assigned colleague until each pledge card is received.

5

## Say "Thank You."

- Acknowledge and thank all leadership givers in a visible way that will encourage other employees to give at this level. Consider planning a special thank you event hosted by the CEO in appreciation for their generosity.
- Send a brief personal thank you note to each contributor.

## Report Your Success!

- Report on goals and successes to the company leaders and employees.
- Provide United Way with the names, home addresses, and donation amounts of your Leadership Giving donors, so that United Way can acknowledge their donations, thank them for their generosity, and provide them with appropriate tax records.

The United Way maintains a strict policy of confidentiality, and only after donor approval will Leadership contributor's names be listed in printed materials.