

SPECIAL GIFTS

4.1 Lake Superior Leadership Society

The Leadership Giving program is designed to encourage and recognize individuals in our community who make gifts of \$1,000 or more to the community through the annual United Way Campaign and makes up about 30% of total donations. Conducting a Leadership Giving campaign is one of the best ways to increase the success and impact of your company's overall campaign. As an integral part of your employee campaign, Leadership Giving allows your employees to make a meaningful difference and sets your organization apart as a leader in our community.

Lake Superior Leadership Society Levels

- Tocqueville \$10,000 and over
- Innovator \$5,000 to \$9,999
- Visionary \$3,500 to \$4,999
- Pacesetter \$2,000 to \$3,499
- Friends \$1,000 to \$1,999

Leadership giving is an opportunity for contributors to maximize their gifts' impact. Contributions at leadership levels (\$1,000+) will go a long way toward creating opportunities for a better life for all.

Community Benefits

- **Access to New Resources** – New dollars from leadership giving donations enhance the ability of United Way to efficiently respond to emerging community needs.
- **Recognition of New Community Leaders** – Leadership donors are recognized as community leaders.
- **Increased Community Spirit** – Leadership donors have increased pride in the community and desire to participate in community activities.

Donor Benefits

- **Community Awareness** – A formal leadership giving program improves communication, increases understanding and awareness of community needs.
- **Positive Image** – Leadership donors are perceived as positive role models for their peers helping to increase the level of participation and total dollars raised throughout the community.
- **Personal Satisfaction** – As a leadership donor, you are giving back to the community. You are making a difference in the lives of people each and every day.

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Steps for a Successful Leadership Giving Campaign

Gain CEO and Leadership Support

- Ask the CEO to appoint a well-respected member of senior management who is already giving at the Leadership level to lead your company's Leadership solicitation.
- Engage your CEO and senior management in leading, implementing and executing Leadership Giving.
- Meet with your management staff to help them to understand the importance of Leadership Giving.

Develop Your Strategy

- Develop a plan for meeting with potential donors. Determine what would be most appropriate for your organization: CEO breakfast, luncheon or "happy hour" reception.
- Make one-on-one requests of current and prospective Leadership donors.
- Secure Leadership gifts early by holding a Leadership drive prior to the company-wide campaign kickoff. This allows company leaders to set the pace for the campaign and lead by example.
- Set goals for Leadership Giving: increase awareness, increase number of leadership donors, increase per capita giving.

Make the Ask

- Invite a United Way speaker to attend the event and share a personal story.
- The CEO should be present at the Leadership kickoff and ask colleagues for their personal contributions.
- Promote Leadership Giving throughout your employee campaign.

Thank All Leadership Givers

- A senior manager should send a personal thank you to all Leadership donors.
- All Leadership donors should be visibly recognized, unless they wish to remain anonymous, in order to encourage others