

LEADERSHIP GIVING CAMPAIGNS

Did you know that individuals and couples giving \$1,000 or more to United Way each year have become the fastest growing segment of United Way's annual campaign? Engage your company leadership and boost your results by running a leadership giving campaign. The following checklist will give you an idea of how to get started.

If you would like to hold a leadership giving campaign in your organization, please contact [Leslie Davidson](mailto:leslied@uwberks.org) at 610-685-4560 or leslied@uwberks.org. Leslie will provide you with more information, staff support, materials, and ideas to help you run a successful campaign.

- Gain CEO support
- Identify Leadership Giving coordinator and/or Leadership Giving champion (ask a senior manager to lead the effort)
- Identify potential within the company
- Set goals
- Develop strategies for success
 - Hold separate solicitation
 - Identify key speaker
 - Create special incentives
 - Promote The FirstEnergy Foundation \$100,000 Challenge Match
 - Utilize United Way resources: Leadership Giving pledge forms, sample letters and customized materials. Contact Leslie Davidson at 610-685-4560 to learn more
 - Share results
- Thank donors with personalized thank you letters, a luncheon or other special effort