



**Greater Milwaukee
& Waukesha County**

How to organize a Leadership Giving Program

1. Appoint someone to spearhead the effort and act as the leadership giving champion.

This person should be a current leadership giver and/or a member of your company's management team. Oftentimes, it is the CEO or president.

Leadership-giving Champion: _____

2. Identify your leadership prospects.

Set a target group of employees. You might choose your entire management team, employees at a certain salary level, employees invested in United Way and/or donors who have previously given \$800 or more.

Brainstorm! List leadership prospects:

3. Make a personal "ask."

Choose one or more of the following:

- Host a leadership meeting or event for your prospects.
- Ask your CEO, manager, or leadership-giving champion to endorse United Way through a letter or to do so verbally at your meeting or event.
- Have your leadership-giving champion contact each prospect personally.
- If you're having a meeting or event, invite a community leader to speak about United Way.
- United Way will work with you to find an appropriate speaker.
- Set and articulate an ambitious leadership goal for your company.

4. Follow up with leadership prospects.

Have your CEO or leadership-giving champion personally follow up with prospects about their gift.

5. Thank and recognize leadership contributors.

Once your campaign is complete, have your CEO or leadership-giving champion thank leadership contributors either by letter or in person. You might also have an internal recognition opportunity for leadership contributors.

Choose one or more of the following:

- Leadership-giving champion thank you letter
- Leadership-giving champion personal thank you
- Recognition event

Brainstorm! How will you thank or recognize leadership contributors?
