Running a Leaders of the Way campaign that works for your team!

Your Team	Option 1: Employee Campaign Chair	Option 2: Employee Campaign Chair + Leadership Chair	Option 3: Employee Campaign Chair + Leadership Chair + Leadership Team
Leadership campaign approach	You excel at wearing two hats! You integrate Leadership strategy and messaging into your regular campaign wherever possible.	Your Leadership campaign is somewhat separate from your regular campaign, and Leaders of the Way are engaged & approached separately.	Your Leadership campaign is separate and runs parallel to your regular campaign, and it's obvious to staff that there are specific Leadership events and donors.
Develop a Leadership team	Employee Campaign Chair (ECC) or a Committee Member (CM) runs your Leadership campaign • ECC or CM integrates Leadership strategy into your campaign • ECC or CM makes 1:1 asks of all Leadership donors before other donors	Recruit a Leadership Chair (LC) • LC integrates Leadership strategy into your regular campaign • Regular campaign canvassers make 1:1 askes of Leadership donors before other donors	Recruit a Leadership Chair (LC) + a Leadership canvassing team. • Leadership canvassers are ideally Leadership donors • LC develops the Leadership strategy and manages Leadership campaign • Leadership canvassers make 1:1 asks of all Leadership donors
Email your Leadership donors	Include Leadership messaging in communication that goes out to all. • Communicate the impact of a gift of $1,200 • Communicate the value of maintaining or increasing gift	Include Leaders of the Way messaging in communication that goes out to Leadership donors. • Acknowledge previous giving to Leadership donors pre-campaign, and thank them for their last gift • Communicate the value of maintaining or increasing gift (Philanthropists' Circle, tax table and impact examples)	Separate your communication to Leadership donors. • Communicate with Leadership donors and potential donors • Send a pre-campaign thank you email you and invite to a Leadership event • Communicate the value of maintaining or increasing gift • Send a final thank you with results of the Leadership giving campaign
Drive Leadership activity and messaging	Insert Leadership messaging into any presentation given to staff. • Ask your United Way Impact Speaker to include Leadership messaging in their presentation • Include Leadership messaging for any colleagues making a presentation to staff (e.g. executive team, ECC)	Invite a United Way Leadership Speaker to a regular campaign event • Book a Leadership speaker to present at kick-off • Invite Leadership donors and potential Leadership donors	Host a separate Leadership event. • Hold your event right before campaign kicks off • Invite Leadership donors and potential Leadership donors • Ensure a United Way Leadership speaker presents
Ask your Leaders to give	ECC or regular canvassers make 1:1 asks of all donors including those at Leadership level. • Follow up at the midpoint of campaign with previous Leadership donors who haven't yet given • Book a Leadership presentation with your executive team	LC makes personal asks of all Leadership donors. • Complete your asks in your campaign as soon as possible • Encourage a gift increase • Follow up at the point of campaign with previous Leadership donors who haven't yet given	Leadership canvassers make 1:1 asks of all Leadership donors and donors close to Leadership level. • Complete your asks pre-campaign right after Leadership event • Follow-up with leadership & potential leadership donors right after the Leadership event
Recognize your Leaders	Acknowledge Leadership giving in the personal thank you that all donors receive at the end of campaign. • Send thank you from your ECC	Create a separate thank you email to all Leadership donors and acknowledge their Leadership giving. • Send thank you from your Leadership Chair	Create a specific thank you card/token/event for Leadership donors at end of campaign. • Send thank you from your organization or senior management