

Running a Leaders of the Way Campaign

	Your Team Options		
	Employee Campaign Chair (ECC)	Employee Campaign Chair + Leadership Chair (LC)	Employee Campaign Chair + Leadership Chair + Leadership Team
Leadership Campaign Approach	You integrate Leaders of the Way 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 and approached separately.	Your Leadership campaign is separate and runs parallel to your regular campaign. It is obvious to staff that there are specific Leadership events and donors.
Develop a Leadership Team	ECC or a Committee Member (CM) runs your Leadership campaign. <ul style="list-style-type: none"> ECC or CM integrates Leadership strategy into your campaign ECC or CM makes one-on-one asks of all Leadership donors before other donors 	Recruit a Leadership Chair. <ul style="list-style-type: none"> LC integrates Leadership strategy into your regular campaign Regular campaign canvassers make one-on-one asks of Leadership donors before other donors 	Recruit a Leadership Chair + a Leadership canvassing team. <ul style="list-style-type: none"> Leadership canvassers are ideally Leadership donors LC develops the Leadership strategy and manages Leadership campaign Leadership canvassers make one-on-one asks of all Leadership donors
Email Leadership Donors	Include Leadership messaging in communication that goes out to <u>all employees</u> . <ul style="list-style-type: none"> 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 <u>Leadership donors</u> . <ul style="list-style-type: none"> Acknowledge previous giving to Leadership donors pre-campaign and thank them for their last gift Communicate the value of maintaining or increasing gift (use the tax table and impact examples) 	<u>Separate</u> your communication to Leadership donors. <ul style="list-style-type: none"> Communicate with potential donors Send a pre-campaign thank you email 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

Running a Leaders of the Way Campaign

	Your Team Options		
	Employee Campaign Chair (ECC)	Employee Campaign Chair + Leadership Chair (LC)	Employee Campaign Chair + Leadership Chair + Leadership Team
Drive Leadership Activity and Messaging	<p>Insert Leadership messaging into any presentation given to staff including by those given by colleagues and executives.</p> <ul style="list-style-type: none"> Ask your United Way Impact Speaker to include Leadership messaging in their presentation 	<p>Invite the United Way Leadership Lead to a regular campaign event.</p> <ul style="list-style-type: none"> Book an Impact speaker to present at kick-off Invite Leadership donors and potential Leadership donors 	<p>Host a separate Leadership event.</p> <ul style="list-style-type: none"> Host your event before campaign kicks off Invite Leadership donors and potential Leadership donors Ensure the United Way Leadership Lead presents at the event
Ask Leaders to Give	<p>ECC or regular canvassers make one-on-one asks of all donors including those at Leadership level.</p> <ul style="list-style-type: none"> Follow up at the mid-point of campaign with previous Leadership donors who haven't yet given Book a Leadership presentation with your executive team 	<p>LC makes personal asks of all Leadership donors.</p> <ul style="list-style-type: none"> Complete your asks during your campaign as soon as possible. Encourage a gift increase. Follow up at the mid-point of campaign with previous Leadership donors who haven't yet given 	<p>Leadership canvassers make one-on-one asks of all Leadership donors and donors close to Leadership level.</p> <ul style="list-style-type: none"> Complete your asks pre-campaign following the Leadership event. Follow up with leadership and potential leadership donors right after the Leadership event
Recognize your Leaders	<p>Acknowledge Leadership giving in the personal thank you that <u>all</u> donors receive at the end of campaign.</p> <ul style="list-style-type: none"> Send a thank you from your ECC 	<p>Create a separate thank you email to all Leadership donors and acknowledge their Leadership giving.</p> <ul style="list-style-type: none"> Send thank you from your Leadership Chair 	<p>Create a specific thank you card/token/event for Leadership donors at end of campaign.</p> <ul style="list-style-type: none"> Send thank you from your organization or senior management