

# What is Leadership Giving?

Leadership Giving is a program designed by the United Way to encourage and recognize donors who contribute \$500 or more annually to the campaign. For just \$10 or more a week, you can play a very significant role in changing lives and our community for the better. Leadership donations are recognized at the following levels:

<b><u>LEADERSHIP LEVELS</u></b>	
<b>Bronze</b>	<b>\$500-749</b>
<b>Silver</b>	<b>\$750-999</b>
<b>Gold</b>	<b>\$1,000-2,499</b>
<b>Platinum</b>	<b>\$2,500-9,999</b>

**ALEXIS de TOCQUEVILLE SOCIETY**  
**\$10,000 or more**

## **HOW TO CONDUCT A LEADERSHIP GIVING CAMPAIGN**

Ask your CEO to serve as the Leadership Giving Chair. He or she should also participate as a Leadership Giver.

**Send personal invitations for the event from your CEO to the potential Leadership Givers. Create a meeting agenda that includes the following:**

- ◇ CEO explains Leadership Giving (\$500 or more) and its benefits
- ◇ CEO gives a personal endorsement of the program
- ◇ United Way explains benefits to the community
- ◇ Agency Representative provides examples of their impact on the community
- ◇ CEO asks employees to consider giving at Leadership Level
- ◇ Combined gifts from spouses for Leadership is explained
- ◇ Any incentives for giving at Leadership Level is explained

**LIVE GIVE HELP**