

Consider running a Leadership Campaign prior to your workplace campaign.



- Set the pace for a successful campaign by having senior and middle management commit their giving prior to a full employee campaign.
- Ask your CEO to appoint a separate leadership campaign coordinator from your management team to be responsible for the coordinator and solicitation of potential leadership donors.
- Conduct an on-site Leadership Circle event or presentation and invite a United Way volunteer to speak and make the ask for a leadership gift.
- Utilize personalized pledge forms and leadership brochures for all targeted current and potential leadership donors.
- Expand your pool of leadership prospects to include middle managers and other professionals, not just senior management.
- Ask your CEO to host a special event to recognize and thank leadership donors at your organization.