

Leadership Giving

How to Ask for a Leadership Gift

The Leadership Giving Chair and/or Leadership team members should meet with their assigned donors and prospects to personally thank them for their past gift, invite them to make a new or increased gift, answer any questions and reinforce the value of their contribution.

1. During the Visit

- Talk about your workplace campaign. Topics could include past achievement, your goal, campaign events, etc.
- Explain your personal reasons for supporting the community with United Way at the Leadership level.
- Talk about information that is of interest to the donor. Conversations can include information like:
 - How their gift made a difference last year.
 - Share examples of what their gift this year will provide.
 - Show the “Leaders in Giving” Leadership Directory and explain the individual and organizational benefits of recognition.
 - Promote matching challenge grants from various foundations that maximize an individual leadership gift.
 - Explain the tax benefits of giving and the net cost after tax.
 - Ask if the donor or prospect has any questions about United Way.
- Ask for a Leadership gift. And remember: someone saying ‘no’ to a Leadership gift is not necessarily saying no to giving. Each and every gift, no matter the size, is important.
- Give the potential donor complete control and freedom to answer.
 - If the answer is a definite “no” and it has been tested, then the prospective donor should be thanked and the pledge card collected.
 - Clarify a “no” reply and acknowledge (or ideally resolve) any objections
 - If the answer is “maybe”, be sure to leave with a follow up appointment scheduled.
- Follow up with all assigned colleagues until each pledge card is returned.
- Thank everyone for their time, including those who do not give.

2. Sample Invitations to be a Leadership Giver

- I’m here today to ask you to join me in supporting our community with a Leadership level gift to United Way of Northern Santa Barbara County.
- Please consider partnering with the United Way to address our community’s most pressing needs.
- Thank you for giving in the past. Will you give again and increase your gift this year to help United Way meet North County's growing needs?
- I’m inviting you to join people like me, and many other community leaders in meeting the needs of Northern Santa Barbara County.
- Your leadership is very important to this company and your Leadership Giving is vital to the success of our campaign. We need your help in setting an example for your senior peers and for your employees to follow. Will you support United Way with a Leadership level gift this year?
- You are capable, as few are, of making a significant impact on the needs in our Community. Please join me in giving at the Leadership level to Northern Santa Barbara County United Way.
- I know our community can count on your continued support this year. Will you make an increased gift over last year?
- Can our community and United Way count on your support at the Leadership level this year?



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