

# Leadership Giving

## Sample Leadership Giving Meeting Agenda

A sure way to experience an increase in your organization's giving is to host a Leadership presentation. The key to running a successful Leadership giving campaign is to arrange an event that is most appropriate to your organization's corporate culture.

**Set Up:** The intent of the meeting is made clear to all attendees in advance.

### 1. CEO Welcome (5 minutes)

- Importance of leadership giving -- Why he/she gives
- % of leadership giving out of total campaign in company
- Why they are invited to this meeting
- A direct ask for leadership gifts - using own gift as an example
- Review agenda and the Leadership Giving Coordinator's responsibilities
- Thank You

### 2. Testimonial (5 minutes)

*(an employee who is both a beneficiary of United Way services and a leadership giver is ideal)*

- How United Way has touched his/her life
- Why United Way is important to the community
- Why he/she gives (at a leadership level if applicable)
- A direct ask for Leadership gifts from the attendees
- Thank You

### 3. United Way Representative (5 minutes)

- What is the Leadership Society & the levels they can join
- What is the Young Leaders Society, The Women's Fund, and The Hispanic Initiative
- What is the Tocqueville Society
- Ways to give - Combined family gift options. Stock.
- Payroll deduction is a convenient and easy way to make a leadership gift
- Why United Way is the best way to help the most people
- Thank You

### 4. Leadership Giving Coordinator (5 minutes)

- How gifts will be solicited
- Incentives/prizes
- Overall campaign timeline and goal
- The company will recognize and celebrate leadership givers
- See me with questions
- Thank you

*Materials to have available: Personalized Pledge Cards, United Way Brochures, Leadership Giving directories, Tocqueville Society information.*

