

LEADERSHIP CIRCLE PROGRAM TIPS

TIPS FOR BUILDING A SUCCESSFUL LEADERSHIP PROGRAM

Most Employee Campaign Chairs are surprised to learn that fine-tuning their existing efforts can result in Leadership Circle contributions and a substantial campaign increase. The key is simple. Just ask.

Leadership Circle campaigns should reflect your company's culture. However, it is our experience that successful efforts have the following steps in common:

Recruit a Coordinator & Team

- Involve your CEO. Have your CEO make his/her Leadership Circle contribution to the campaign.
- Encourage the CEO to recruit a respected senior staff member and current Leadership Circle member to act as a Leadership Circle Chair and conduct the Leadership Circle Campaign.
- The Leadership Circle Chair should work closely with the Employee Campaign Chair to ensure optimum results.
- Depending on the size of your company, consider recruiting additional individuals to help with your Leadership Circle Campaign.
- Involving others will lead to increased participation and awareness.

Plan Your Program

- Establish the timing of the Leadership Circle Campaign.
- Leadership Circle Campaigns should be the kickoff for the campaign.
- Review last year's efforts and results.
- Set a realistic and attainable goal for new and total Leadership Circle contributions.

Create a Prospect List

- Employees and retirees who contributed at leadership levels last year.
- Current contributors of \$500 or more.
- Employees at your company whose annual salaries are \$50,000 and higher.

Communicate

- Invite prospects to a special breakfast, luncheon or reception to talk about the benefits of leadership giving. (See "Sample Agenda" on following page).
- Involve the CEO in the Leadership Circle presentation. Follow up with non-attendees.

Thank Your Contributors

- Send a thank you note to Leadership Circle members and co-workers on your team.
- Host a reception to acknowledge and thank Leadership Circle members.
- United Way of Hall County also sends each Leadership Circle member a personal thank you.