

# HOW TO INCORPORATE LEADERSHIP GIVING INTO YOUR CAMPAIGN

Leadership Givers have a deep commitment to helping people. More than 9,000 local people make an annual investment of \$1,000 or more into our community through United Way of Greater St. Louis. The energy, excitement and enthusiasm of these generous individuals inspires others and infuses hope into those who need it most.

## AFFINITY GROUPS

United Way has a way for every Leadership Giver to get involved. Each affinity group offers unique programs and events tailored to that society. As a Leadership Giver, you can be as involved as you want in the societies that fit you best:

- African American - Charmaine Chapman Leadership Society
- Multicultural Leadership Society
- Men's Leadership Society
- Women's Leadership Society

## IMPACT

When you make an annual gift of \$1,000 (\$20 per week) or more, you are helping our community. A \$1,000 gift can provide:

- A one-month stay for a mother and her children at a domestic violence center, or
- 180 meals delivered to seniors who are homebound, or
- Emergency assistance after a disaster for two families, or
- Five weeks of day care for a toddler from a low-income family, including healthy breakfasts, lunches and afternoon snacks, or
- 25 days of care or respite for caregivers of loved ones with Alzheimer's disease, or
- Arthritis medication for two seniors for a year, or
- Job skills and a training course enabling 10 people to get full-time jobs.

Join other leaders and encourage your coworkers in helping people in this extraordinary way. Together, we celebrate, learn and encourage others.

Helping people.



Greater St. Louis

## SOCIETIES

Leadership Givers receive invitations to special events exclusive to Leadership Givers, year-round communications demonstrating the difference their gifts make to our community and membership in multiple Leadership Societies of their choosing!

### **AFRICAN AMERICAN - CHARMAINE CHAPMAN LEADERSHIP SOCIETY**

The African American - Charmaine Chapman Leadership Society, founded in 1994 by Dr. Donald Suggs, publisher of The St. Louis American, is the No. 1 philanthropic program for African Americans in the St. Louis region and throughout the country.

- Largest and oldest African American philanthropic giving group associated with a United Way across the nation
- Leverages \$19 million allocated annually to agencies that primarily serve African Americans
- More than \$28.25 million raised since its inception in 1994

### **MEN'S LEADERSHIP SOCIETY**

The Men's Leadership Society offers a unique way to value contributions while familiarizing individuals with other key leaders in the region, preparing them for their role in serving our community.

- Provides a platform for professional and community-minded men
- Comprised of more than 5,500 men from diverse industries across the greater St. Louis region
- Raised more than \$21.4 million in 2014

### **MULTICULTURAL LEADERSHIP SOCIETY**

The Multicultural Leadership Society engages and unites individuals from all cultures and encourages diversity of thought in our community.

- Creates a unique platform where key leaders can engage with diverse individuals and initiatives
- Raised more than \$7.8 million since its inception in 2009
- Raised nearly \$2 million in 2014

### **WOMEN'S LEADERSHIP SOCIETY**

The Women's Leadership Society offers a unique way to value and celebrate the contributions of women in the region while connecting with one another professionally and personally.

- Used as a national model for other United Ways
- 57 percent of clients served by United Way are female
- Comprised of more than 3,600 local women who understand the importance of serving
- Raised more than \$7.8 million in 2014

## INCORPORATING LEADERSHIP GIVING

Becoming a United Way Leadership Giver is a gift to our region that means so much to so many. Leadership Givers collectively help thousands of local people every year. Inviting your company's givers to join at the leadership level increases the number of those helped even more while developing camaraderie among employees, providing opportunities for employee recognition and building excitement around the campaign.

### ORGANIZING A LEADERSHIP GIVING PROGRAM

Incorporating a Leadership Giving campaign is one of the best ways to increase the success of your campaign and get your employees engaged. Here are some steps to success:

1. Gain CEO or top management support.
2. Host an event to encourage and ask for participation at the leadership level.  
For example, when Scottrade hosted their first Women's Leadership Society luncheon, giving increased by 35 percent! Webster University hosted an afternoon tea, and 50 women attended.
3. Hold a special event to thank those who give at the leadership level by having your CEO speak or by giving employees a jeans day.
4. Ask Leadership Givers for their support prior to the start of campaign. This allows company leaders to set the pace for the campaign.
5. Have your CEO or Leadership support team make one-on-one requests.\*
6. Have the CEO send personal thank-you letters.\*
7. Visibly recognize your Leadership Givers throughout the organization.
8. Allow United Way to recognize your Leadership Givers through our various societies. (Send us a list of your Leadership Givers so we can properly recognize and thank them!)

\*Ask your United Way campaign representative for sample emails, letters, talking points, etc.

## NEXT STEPS

For more information on United Way of Greater St. Louis' Leadership Societies, please visit [HelpingPeople.org](http://HelpingPeople.org) or contact Jess Rowold, Manager of Leadership Giving, at 314-539-4073 or [jess.rowold@stl.unitedway.org](mailto:jess.rowold@stl.unitedway.org).

Pledge cards, Leadership Giving Society brochures and all other United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](http://HelpingPeople.org/campaign-hq).