

# HOW TO INCORPORATE LEADERSHIP GIVING INTO YOUR UNITED WAY CAMPAIGN

Community champions. Philanthropists. Regional leaders.

## Who are Leadership Givers?

Leadership Givers are individuals who make a gift of \$1,000 or more, helping to quickly make an impact in our community and campaign goal. This growing community of more than 8,000 members is committed to making a difference every day throughout our region.

Show how a \$1,000 gift can change a life with one of these examples:

- **1 transitional apartment** for a homeless family OR
- **1 substance use prevention program** to a school OR
- **2 families in crisis with food for a month** OR
- **3 children with after-school tutoring** for a month

## Why should your campaign focus on Leadership Giving?

Leadership Giving **accounts for more than 45% of the annual campaign** and provides donors a chance to connect with one another. Leadership Givers make a massive impact for our community *and* your campaign goal.

## Incorporate Leadership Giving

Inviting your company's employees to join at the leadership level has multiple benefits: increases your impact, develops camaraderie among employees, and builds excitement around the campaign.

Here are **four expert tips** to organizing Leadership Giving at your company:

1. Gain CEO or top management support.
2. Host an informational event to encourage and ask for participation at the leadership level. **Tip:** See below for talking points about United Way of Greater St. Louis' Leadership Societies!
3. Hold a special breakfast or lunch for current and potential Leadership Givers.
4. Recognize your Leadership Givers throughout the organization. **Tip:** Send your United Way campaign representative a list of your Leadership Givers so we can properly recognize and thank them!

## Share these Six Benefits of Leadership Giving

1. **Engage** with the leaders shaping our region.
2. Get invites to **special events**, like networking events, group volunteer opportunities, and much more.
3. Access to United Way's exclusive **Get On Board** series, an in-depth training for board service.
4. Become a member of one or more **affinity groups**.
5. **Letters of recommendation**, when requested.
6. Receive **award nominations**, as appropriate.

Helping people.



## Understanding the Societies

Each Leadership Giving Society connects donors to leadership opportunities, like-minded individuals and volunteer experiences. The best part about our societies? You can participate in as many as you'd like.

Check out these quick facts and talking points to use with your employees to encourage them to become a Leadership Giver!

### Women's Leadership Society (WLS)

#### Talking points:

- WLS **empowers women in their personal and professional lives** by providing a space to connect through philanthropy and shared goals while impacting the St. Louis region.
- This society **connects your female employees with over 3,600 women in our region.**
- United Way strongly believes that **every woman can harness the skills required to lead at work, in the community, and at home.**
- Members come from different industries and backgrounds, and they use their unique experiences to **inspire and challenge one another.**
- WLS members join networking and volunteer opportunities, and opportunities to **engage with leaders shaping our region.**

**Pro tip:** When communicating with employees about WLS, include [this video](https://www.youtube.com/watch?v=ZTdTFwIST-E) in communications: <https://www.youtube.com/watch?v=ZTdTFwIST-E>

### Charmaine Chapman Leadership Society (CCS)

#### Talking points:

- CCS is the largest of its kind in the nation and has continued the legacy of African-American philanthropy in the St. Louis region for 25 years.
- This society focuses on **fostering the next generation of African-American leaders** while helping to make an impact in the region.
- Where did the name come from? **Charmaine Chapman was the first woman and the first African American to head United Way of Greater St. Louis** as its president and chief executive officer.
- As the Society's namesake, the members **honor her dream of building a better community** and her passion for helping people.
- CCS members can join annual events and gatherings where they have **fellowship, celebrate one another's successes, and mentor and learn from each other.**

### Multicultural Leadership Society (MCLS)

#### Talking points:

- MCLS engages and **unites over 800 individuals from all cultures**, celebrating our region's diversity and shared heritage.
- United Way aligns with organizations in the St. Louis region that have multi-ethnic affinity groups, recognizing the **added value both internally and externally** that these groups create.



- The members work together as United Way donors, volunteers and advocates to create a place where **children and families thrive, neighbors care for each other, and members are proud of the quality of life enjoyed by all.**
- MCLS members experience **ethnic restaurant dining, traditional dances (viewing and sometimes learning), and other culture-rich events.**

**Pro tip:** When communicating with employees about MCLS, include this quote in communications:  
“We’re open to people from any background, thought, race, religion, etc. When you put them all together as a group, you open the doors to anyone to join as long as they embrace different cultures. Come one, come all.” – Sisi and Santiago Beltrán, Multicultural Leadership Society members

## Men’s Leadership Society (MLS)

### Talking points:

- MLS **brings together like-minded philanthropists** from across our 16-county region to create a unique community dedicated to making Greater St. Louis a better place for all.
- Our Society gives members the opportunity to **develop as leaders for change and to build personal and professional relationships** with other passionate, community-focused philanthropists.
- Join MLS members for happy hour receptions, networking over golf, and mentor-mentee gatherings to help **prepare the next generation of philanthropists in our region.**

Encourage your coworkers to help people in this extraordinary way. If you need help creating a Leadership Society strategy, contact your United Way campaign representative.

All United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](https://HelpingPeople.org/campaign-hq).

