



## LEADERSHIP GIVING

Most Campaign Managers are surprised to learn that fine-tuning their existing efforts can result in Bridgebuilders Society contributions and a substantial campaign increase. The key to success - just ask.

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

### 1. Recruit a Bridgebuilders Society Coordinator & Team

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

### 2. Plan Your Bridgebuilders Society Program

- Establish the timing of the Bridgebuilders Society campaign.
- Review last year's efforts and results with your LE.
- Set a realistic and attainable goal for new and existing Bridgebuilders Society members.

### 3. Create a Prospect List

- Work with your Donor Engagement Team member to set criteria for soliciting potential Bridgebuilders Society members, including:
  - Employees and retirees who contributed at leadership levels last year.
  - Current contributors of \$500 or more.
  - Employees who are currently engaged in volunteer or advocacy work.

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## 4. Communicate

- Invite prospects to a special breakfast, luncheon or reception to talk about the responsibilities and benefits of leadership giving.
- Involve your CEO or a Bridgebuilders Society member in the Bridgebuilders Society presentation.
- Distribute Bridgebuilders Society brochures, contribution cards and other appropriate information. When possible, personalize the materials with the individual's name.
- Don't forget to ask individuals to give! This is one of the most basic, yet most-often forgotten tasks.
- Follow-up with non-attendees and ask them to consider participating at a leadership level.

## 5. Thank Contributors

- Send a thank you note to Bridgebuilders Society members and co-workers on your team.
- Host a reception to acknowledge and thank Bridgebuilders Society members.
- UWM also sends each Bridgebuilders Society member a personal thank you.

## 6. Report Names and Final Results

- When completing the final report, be sure to include the names of Bridgebuilders Society members to make certain UWM properly recognizes and acknowledges Bridgebuilders Society growth.

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## Bridgebuilders Society

A Bridgebuilders Society member donates \$1,000 or more. These members are recognized by the following:

Award Level	Donation
Bronze	\$1,000—\$2,499
Silver	\$2,500—\$4,999
Gold	\$5,000—\$7,499
Platinum	\$7,500—\$9,999

## Tocqueville Society

A Tocqueville Society member donates \$10,000 or more annually from his/her personal wealth. If you have an employee or retiree who is considering joining the Tocqueville Society, please contact (402) 522-7905 or [Tocqueville@UnitedWayMidlands.org](mailto:Tocqueville@UnitedWayMidlands.org) for more information.

## Combined Gift

Leadership gifts can be individual or combined with a spouse. Each individual and company will be recognized for these generous gifts. Remember, both spouses should fill out a pledge card.

## Women's Leadership Council

Supporters pledging \$2,500 or above are eligible for membership. Organizations providing a generous corporate gift may also be eligible to appoint a WLC member.

The Women's Leadership Council (WLC) is a network of caring women who invest themselves beyond their annual financial contribution to address critical education issues. Members contribute their time, professional expertise and talent to support causes they care passionately about, and to create change in the Omaha-metro area through education, engagement, philanthropy and fellowship.

The WLC initiative, Train to Gain for Student Success, is a three-year initiative in partnership with Collective for Youth, designed to provide high-quality, research-based professional development for out-of-school (OST) program staff that serve children living in poverty. For more information, visit the WLC page at [www.unitedwaymidlands.org/wlc-initiative](http://www.unitedwaymidlands.org/wlc-initiative).

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## Young Professionals

United Way of the Midlands Young Professionals is a group of emerging leaders under the age of 40 who donate to the United Way. The focus of this group is to connect and engage young professionals in philanthropy, volunteerism and networking, in an effort to change lives. This group combines personal interest with community-strengthening work that aligns with the mission and focus areas (Basic Need, Classroom Readiness, Workforce Readiness) of the United Way. Please encourage your Young Professionals to identify themselves on the pledge card or online pledge page, so we can give them more information about upcoming events.

## Loyal Contributors

Loyal Contributors are individuals and couples who have contributed to United Way in this community or in others for 25 years or more. UWM would like to recognize and thank our Loyal Contributors for their dedication and commitment to improving lives and building stronger communities. We need your help in identifying individuals in your company who fit these criteria. Please note: there is a box for self-identification on the contribution card.