

# A Guide to Building



## A Successful Emerging Leaders Giving Program in Your Workplace

# What is a Company Emerging Leaders Giving Program?

An Emerging Leaders program is a formalized approach to developing the next generation of leadership, both in your company and in the community.

United Way Fox Cities Emerging Leaders is recommended for individuals age 40 and under, who make an annual gift of \$10/week or \$500 per year. It takes a special type of person to give at this level – someone who shows true commitment to creating a healthier and stronger community for the benefit of all. Here in the Fox Cities there are more than 100 such people; civic-minded young professionals committed to LIVING UNITED, through Giving, Advocating and Volunteering.

Through gifts of \$500 and above, Emerging Leaders is a network of dynamic professionals who are determined to spark change in the community!

Conducting an Emerging Leaders giving campaign is one more way to increase the success of your organization's overall United Way campaign. As an integral part of your workplace giving program, it allows your employees to make a greater impact on the lives of people throughout the Fox Cities and sets your organization apart as a leader in our community.

## Giving Levels

<b>Emerging Leaders</b>	<b>\$500 entry level</b>
<b>Horizon</b>	<b>\$1,000 - \$1,499</b>
<b>Pillar</b>	<b>\$1,500 - \$2,499</b>
<b>Cornerstone</b>	<b>\$2,500 - \$4,999</b>
<b>Keystone</b>	<b>\$5,000 - \$7,499</b>
<b>Founders</b>	<b>\$7,500 - \$9,999</b>
<b>Tocqueville Society</b>	<b>\$10,000 &amp; above</b>

**You can be recognized as an Emerging Leader and a Leadership Donor. All leadership levels offer the following:**

- Option to combine the gifts of both spouses for recognition purposes
- Several pledge payment options: Payroll deduction, cash, check, billing, stock payment
- Anonymity – option to decline having names published in United Way Fox Cities' Annual Report

## Benefits of Becoming an Emerging Leader

### Community Benefits

- **Proven Success in Addressing Issues** – United Way-funded programs are making people's lives better, today and into the future.
- **Increased Community Knowledge and Spirit** – Emerging Leaders donors educate their peers about the issues facing our community and ways to impact positively the place that we live and work.
- **Recognition of New Community Leaders** – Emerging Leaders donors and volunteers gain recognition for their charitable activities and as future community leaders.

### Donor Benefits

- **Connections** – Connect with other local young leaders by taking part in unique volunteering opportunities while promoting community awareness and education.
- **Learning Opportunities** – Interact with local CEOs/Presidents/Community Leaders to learn from their experience.
- **Smart Way to Invest** – United Way supports forty-one worthy agencies and serves the Fox Cities in a holistic manner.

### Company Benefits

- **Positive Image** – An Emerging Leaders campaign demonstrates a company-wide commitment to developing future community leaders and improving lives.
- **Employee Performance** – Becoming an Emerging Leader encourages teamwork and enhances relationships by connecting employees with a shared vision and passion.
- **Internal Leadership** – Potential leaders can develop and hone their communication and leadership skills.
- **Networking** – Members can network with their peers and raise the company profile.

# How to Conduct a Successful Emerging Leaders Campaign

## Step #1

### *Gain CEO and Senior Management Support*

- Meet with your CEO/management staff to make sure they understand and support United Way's Emerging Leaders Giving Program.

## Step #2

### *Recruit an Emerging Leader Coordinator & Team*

- Recruit a respected staff member to serve as coordinator and conduct the Emerging Leaders portion of your campaign.
- The Emerging Leaders Coordinator should work closely with the company Employee Campaign Manager to ensure optimum results.
- Depending on the size of your company, consider recruiting additional individuals to help. Involving others will lead to increased participation and awareness.

## Step #3

### *Develop a Plan and Set Goals*

- Establish the timing of the Emerging Leaders giving campaign.
- Review last year's efforts and results.
- Set goals for new gifts and total Emerging Leaders giving.
- Make sure Emerging Leaders have a way to identify themselves when giving.


## Step #4

### *Create a Prospect List*

- Work with your human resource department and United Way staff to identify potential Emerging Leaders donors. Consider:
  - Employees age 40 or younger.
  - Current donors who give \$250 or whose salary is \$35,000 and more.
  - Employees who are involved with an affinity group at work (new employees, younger employees, etc.).
  - Employees who are on the fast track.

## Step #5

### *Communicate*

- Ensure that Emerging Leaders has a presence at all company campaign events.
- Develop and publicize the company goal for Emerging Leaders giving - in addition to the overall campaign goal.
- Invite prospects to a special breakfast, luncheon, or meeting to present benefits of becoming an Emerging Leader. See Emerging Leaders Presentation: Sample Agenda
- Consider holding your meeting at an already scheduled manager/supervisor meeting prior to the campaign.
- Invite prospects to check us out on LinkedIn.  

- Inform potential donors of past events and invite them to upcoming events to learn more.
- Distribute United Way materials, pledge forms and other appropriate information. When possible, personalize the materials with the individual's name.
- Invite employees with a letter of endorsement from the CEO.

## Step #6

### *Thank Your Contributors*

- Send a personal thank you from the CEO and Emerging Leaders Coordinator to all contributors and members of your team.
- Offer a thank-you reception hosted by the CEO.
- If appropriate, recognize Emerging Leaders members in newsletters, on the intranet, or company bulletin boards.
- Advise emerging leader donors to expect a thank-you letter from United Way Fox Cities.

# Emerging Leaders Presentation: Sample Agenda

The most successful emerging leader campaigns take place when young professionals realize the potential of engaging in their personal passions through their experience with United Way.

An Emerging Leader presentation is most effective when part of an invite-only event, such as a breakfast, luncheon, or reception for current and potential givers. Hosted by the CEO or Emerging Leader Giving Coordinator, the purpose of the presentation is to outline the benefits of joining, to provide information about the work of United Way in the Fox Cities, and to ask employees to consider giving at an Emerging Leader level.

The staff of United Way Fox Cities is available to help you plan all parts of your giving campaign. A sample agenda of an effective Emerging Leader presentation follows:

## **Part I**

### ***CEO/Senior Staff/Emerging Leader Campaign Coordinator (Approximately 5-7 minutes)***

- ◆ Welcome
- ◆ Opening remarks
- ◆ Declaration of corporate and personal support
- ◆ Statement on importance of management's leadership in your United Way campaign
- ◆ Direct ask for gifts

## **Part II**

### ***Emerging Leader Testimonial*** (Employee who is a current Emerging Leader or a beneficiary of services is ideal)

- ◆ How United Way touched his/her life
- ◆ Why United Way is important to the community
- ◆ Why he/she supports United Way

## **Part III**

### ***United Way Fox Cities Staff/Volunteer (Approximately 6-8 minutes)***

- ◆ Update on United Way Fox Cities
- ◆ Viewing of campaign video
- ◆ Who is an Emerging Leader and how do you become part of the team.
- ◆ Request of meeting attendees to consider becoming an Emerging Leader

## **Part IV**

### ***Company Representative and/or United Way Fox Cities Staff (Approximately 2-3 minutes)***

- ◆ Announce that the corporate gift and the CEO's gift have been made.
- ◆ Review campaign timeline and other information.
- ◆ Offer to address questions, comments, etc.
- ◆ Thank colleagues for their attention and consideration in becoming an emerging leader.

# United Way Fox Cities Talking Points

## Who is an Emerging Leader.....

- ◆ **Emerging Leaders** is recommended for civic-minded young professionals ages 40 and under committed to LIVING UNITED, through Giving, Advocating and Volunteering.
- ◆ **We educate** our peers about the issues facing our community and ways to impact positively the place in which we live and work.
- ◆ **An Emerging Leader** gives a minimum of \$10/week or \$500 a year to United Way Fox Cities.

## Why you should give to United Way Fox Cities.....

- ◆ **At United Way Fox Cities we LIVE UNITED.** Partnering with individuals, businesses, government, and other non-profit organizations, United Way Fox Cities addresses the Fox Cities' most critical human care issues and works to bring about changes that matter most where you live and work.
- ◆ **United Way Fox Cities helps people who really need help.** United Way helps make more than 100 programs available for you, your friends, family, coworkers, and neighbors in need throughout the Fox Cities.
- ◆ **United Way Fox Cities is different.** United Way Fox Cities is different from any other non-profit in our community. United Way serves as a collaborator, educator, and leader in bringing about positive changes that impact our entire community.

## Available Resources

- ◆ United Way Fox Cities Staff
- ◆ United Way Pledge Forms
- ◆ United Way Fox Cities Annual Report
- ◆ Emerging Leaders Flyer
- ◆ Emerging Leaders Committee Members
- ◆ Campaign Video
- ◆ [www.unitedwayfoxcities.org](http://www.unitedwayfoxcities.org)

**To request Emerging Leaders giving materials, check our website or contact United Way Fox Cities' staff.**

**Call (920) 954-7210 today!**

**Important Note:** *United Way maintains a strict policy of confidentiality and only after receiving personal approval are Emerging Leader contributors listed in printed materials. All internal company lists and United Way information should be treated with the highest sensitivity throughout the campaign process.*

# Sample Letters

Involving your CEO or company leadership is an important way to ensure your campaign's success. We invite you to use these sample letters to get started and encourage you to customize your communication to reflect the culture and interests of your organization.

## ***Emerging Leader Prospect Letter***

Dear **(Name)**:

I am writing to thank you for your past investment in the community through United Way Fox Cities and to invite you to consider becoming an Emerging Leader.

Emerging Leaders is recommended for civic-minded young professionals ages 40 and under committed to LIVING UNITED, through Giving, Advocating and Volunteering. They educate their peers about the issues facing our community and ways to impact positively the place in which we live and work. An Emerging Leader gives at least \$10/week or \$500 a year to United Way Fox Cities.

Benefits of joining include:

- Connecting with other local emerging young leaders
- Taking part in unique volunteering and leadership opportunities
- Interacting with local CEOs, Presidents and Community Leaders

Our employee giving campaign starts (Insert Date) and I invite you to join me in investing in our collective future through United Way's Community Fund. By doing so, you will help far more than one person or program. You will put your dollars to work along with thousands of others in our community, to get real results and help people live better lives.

Please consider getting involved by becoming an Emerging Leader. You'll be glad you did.

Sincerely,

NAME  
TITLE

## ***Request to Continue Emerging Leader Giving Support***

Dear **(Name)**:

Today, we think very carefully about investing in our future. We take proactive measures to create security for ourselves and for our loved ones. Often, we consult experts who advise us as to where best to invest our resources to have the highest possible return. Should we not put similar consideration into investing into our community? After all, when our community is strong and safe, we all benefit.

That's where our United Way comes in. United Way Fox Cities brings our whole community together to Live United – tackling tough issues and helping people. United Way Fox Cities makes it possible to do things no one person or company can do alone – from helping kids start school ready to learn to helping people meet basic human needs and more.

Our annual United Way campaign at <Company> will soon be underway. We thank you for your generous investment of <\$> last year and hope that you would consider renewing your support as an Emerging Leader again this year.

As an Emerging Leader you belong to a network of dynamic professionals who are determined to spark change in the community. I hope you've had the opportunity to participate in the unique volunteer opportunities and educational sessions this group provides.

On behalf of the many people who will benefit from your generosity, thank you for your caring role in making the Fox Cities a better place to live, work and play.

Sincerely,

NAME  
TITLE

# Sample Letters (continued)

## ***CEO Invitation to Emerging Leader Breakfast***

Dear **(Name)**:

Becoming a community leader takes a commitment to finding solutions to the challenges we face in our community. I am writing to encourage you to join me in demonstrating your concern for people in need by becoming a United Way Fox Cities Emerging Leader – with a contribution of \$10/week or at least \$500 per year.

As we prepare to launch this year's United Way campaign at (company, organization), I invite you to attend our upcoming Emerging Leaders (breakfast, luncheon) meeting on (date/time/location). The purpose of this special meeting is to share information about United Way Fox Cities Emerging Leader's program and our companies campaign.

I'm proud of our (company's/organization's) tradition of community support. The decision to be involved with United Way as an Emerging Leader giver is one that I value and hope you will strongly support. A gift to United Way Fox Cities helps shape the future of our community and sets an example for others to follow.

I look forward to seeing you at our Emerging Leader's event on (Date). Please RSVP on or before (Date to Name). Thank you.

Sincerely,

NAME  
TITLE

## ***Emerging Leader Giving Thank You Letter***

Dear <Name>:

Thank you for making an impact in our community by becoming an Emerging Leader. You have played a special role in making <Company>'s United Way campaign a tremendous success. It takes all of us, Living United, to achieve incredible results like these:

- Include your campaign successes like: Total dollars raised for the community, leadership gifts, employee participation, Week of Caring participants, volunteer hours, etc.

But what matters most are the lives you've touched. Your personal commitment and generosity will provide help and hope to others when they need it most – and inspire even more people to get involved.

On behalf of <Company>, United Way Fox Cities and our community, thank you for your generous Emerging Leader contribution. I encourage you to continue your support throughout the year by volunteering, voting, donating food, giving blood, or through additional financial support. Please also visit the United Way Fox Cities website at [www.unitedwayfoxcities.org](http://www.unitedwayfoxcities.org) to find out more about your dollars at work in our community.

Your leadership matters!

Sincerely,

NAME  
TITLE



# Emerging Leaders – Costs Less Than You Think



Your Investment	Minus Federal & State Taxes*	Investment Cost to You	Contribution Per Pay Period (26/yr)	How United Way Fox Cities invests your contribution in our community.
\$500	\$ 31	\$ 294	\$ 19.24	Provides sexual assault prevention programming for 75 school age children
\$ 1,000	\$ 62	\$ 588	\$ 38.47	Prevention education programming for 60 school-age children
\$ 1,500	\$ 93	\$ 882	\$ 57.69	Six months' parenting support for three high-risk families
\$ 2,500	\$155	\$1,470	\$ 96.16	Five months' rent for a family displaced by disaster
\$ 5,000	\$310	\$2,940	\$192.31	Nine months' child care for two low-income families
\$ 7,500	\$465	\$4,410	\$288.46	Financial counseling for 42 families at risk for foreclosure
\$10,000	\$620	\$5,880	\$384.62	Daily breakfast for 20 homeless children

Consult tax advisor about the ramifications of any contribution. These examples are relevant for individuals eligible to itemize tax deductions. The amount of tax deduction will vary based on donor's specific circumstances.

\*Assuming 35% federal tax rate, 6.2% state tax rate and full deductibility