



# UNITED WAY OF GREATER STARK COUNTY

## Leadership Giving and Donor Networks

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**ABOUT LEADERSHIP GIVING** Leadership Givers have a deep commitment to helping local people and make an annual investment of \$1,000 or more into our community through United Way of Greater Stark County. The energy, excitement and enthusiasm of these generous individuals inspires others and infuses hope into those who need it most. The Step-Up Leadership Program allows donors to begin giving at a \$500 level and be recognized as a Leaders in Giving donors while increasing gifts over a five-year period. (I.E. Year 1 donate \$500, Year 2 donate \$600, etc.)

## DONOR NETWORKS

United Way of Greater Stark County has a way for every Leadership Giver to participate. Each donor network offers programs and events that are uniquely-tailored to its members.

- Alexis de Tocqueville Society (\$10,000+)
- Leaders in Giving (\$1,000 - \$9,999)
- Women United (\$1,000+)
- Young Leaders Society (No giving requirement)
- Labor CARES (No giving requirement)

## IMPACT

When you contribute an annual gift of \$1,000 or more (\$38/paycheck), you are helping our community through a multitude of funded programs and services. A \$1,000 gift can provide:

- **92 sleep sacks.** In Stark County in 2016, 38 babies died in Stark County before their first birthday. Education on safe sleeping and sleep sacks are helping to reduce that statistic.
- **Almost one year of SPARK services for one child.** SPARK children outperform their peers in all early learning domains. In addition, kindergarten teachers indicate that SPARK children are more prepared than their peers and their parents are more likely to engage in their child's learning.
- **19 Stark County residents to attend a 2-hour money management class.** Money management courses can help families and individuals improve communication about money, values, goals, their approaches to saving and spending, and to take control of their finances through an approach that leaves nothing to chance.

**Join other leaders and encourage your coworkers to help people in this extraordinary way.**



Together, Leaders in Giving and Donor Networks accomplish more than any one person on their own. A leader has the vision and conviction that a dream can be achieved. When combined with thousands of other contributions, your individual gift supports measurable programs to help people – children, youth, adults and seniors. By pooling your donation with others, United Way can make a difference that none of us could achieve alone. Reach out a hand to one, and influence the condition of all.

United Way of Greater Stark County is a leader and community catalyst, mobilizing the caring power of individuals and organizations to help people measurably improve their lives. United Way Leaders in Giving members are individuals or couples who donate \$1000 or more annually to United Way.

**EMPOWER OTHERS** You are a leader in Stark County because your actions inspire others to dream more, learn more and do more. You empower people to change their lives and help build a stronger community by recognizing and understanding our community's needs.

**EDUCATE YOURSELF** Making a human connection is critical to understanding our community. Contributing at a leadership level provides an opportunity to learn more about your community, and how your donation is an investment in lasting change.

**FIGHT AGAINST SOCIAL CRISIS** Be the handraiser, the gamechanger. No matter the obstacle. No matter the odds. Fight for those who need a voice, and for those whose names we do not know.

## LEADERS IN GIVING DONOR

**PLATINUM DONORS**  
\$7,500 to \$9,999 annually

**GOLD DONORS**  
\$5,000-\$7,499 annually

**SILVER DONORS**  
\$2,500-\$4,999 annually

**PEWTER DONORS**  
\$1,500-\$2,499 annually

**BRONZE DONORS**  
\$1,000-\$1,499 annually

The **STEP UP PROGRAM** allows donors to begin giving at a \$500 level and be recognized as a Leaders in Giving donor while increasing gifts over a five year period.

Year 1 - donate \$500  
Year 4 - donate \$900

Year 2 - donate \$600  
Year 5 - donate \$1,000

Year 3 - donate \$750

## BENEFITS OF JOINING LEADERS IN GIVING

- Your gift to United Way addresses the full spectrum of human need and works toward solving the underlying causes of community challenges
- Network with dynamic business and community leaders and learn about how they have achieved their community and philanthropic goals
- A gift at this level earns you recognition as a United Way of Greater Stark County Leaders in Giving donor



Membership in Donor Networks offers invitations to exclusive, special events, and year-round communications demonstrating the difference donations make to our community.

### **ALEXIS DE TOCQUEVILLE SOCIETY** [www.uwstark.org/alexis-de-tocqueville-society](http://www.uwstark.org/alexis-de-tocqueville-society)

French philosopher Alexis de Tocqueville visited the United States in the early 1800s, and was impressed by the spirit of selflessness and cooperation among American citizens. United Way's Alexis de Tocqueville Society reflects this positive attitude of good will. It personifies the true meaning of philanthropy, with members giving \$10,000 or more annually.

Membership in the society offers a variety of networking and social events including the annual dinner. Currently, there are over 398 local Tocqueville Societies in the United States. Local members are recognized in the annual Leaders in Giving Book, along with national publications.

- Recognizes individuals who contribute annual gifts of \$10,000 or more
- Established in 1987 and is one of the strongest in the country
- 63 members donated more than \$1.42 million in 2017 – 19% of United Way of Greater Stark County's annual campaign.

The Step Up to Alexis de Tocqueville program allows donors to begin giving at \$5,000 and be recognized locally and nationally as a Tocqueville Society member while increasing their gift over a five year period to reach \$10,000.

### **WOMEN UNITED** [www.uwstark.org/women-united](http://www.uwstark.org/women-united)

United Way of Greater Stark County's Women United is committed to lifting women out of poverty. Through service, philanthropy and networking, members empower each other to use their passions, ideas, expertise and resources to transform our community. They're not standing by. They're raising their voices, rolling up our sleeves, and offering tangible solutions that benefit everyone.

- Comprised of 312 local women who understand the importance of serving
- Raised \$1.2 million in 2017 - 17% of United Way of Greater Stark County's annual campaign.

### **YOUNG LEADERS SOCIETY** [www.uwstark.org/young-leaders-society](http://www.uwstark.org/young-leaders-society)

United Way of Greater Stark County's Young Leaders are generous and dedicated supporters, age 45 or under, who share a commitment to advocate, do something positive and improve our community. YLS members can contribute financial donations - or the gifts of time and talent - to focus on numerous community service projects each year.

- Comprised of 405 members
- Donated \$110,470 and 827 volunteer hours in 2017

### **LABOR CARES** [www.uwstark.org/laborcares](http://www.uwstark.org/laborcares)

United Way of Greater Stark County's Labor CARES is a brand new volunteer advocacy group focused on Stark County's labor community and bringing this community together to give back and lift each other up. Labor CARES dedicates their efforts to building and unifying the arms of labor: community, activism, resources, education and service.

There are no giving requirements to becoming a member of Labor CARES; the gift of time, commitment and compassion are the most valuable resources.

**LEVELS & BENEFITS** It takes everyone in the community working together to create a brighter future. When you give, you help feed a child, keep a family in their home, and provide an elderly person with independence.



**INCORPORATING LEADERSHIP GIVING** Becoming a United Way of Greater Stark County Leadership Giver is a gift to our community 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 opportunity for team 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 encourage employee engagement. 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. Events or activities can be geared towards specific demographics, such as Women United, Young Leaders Society and/or Labor CARES.
3. Hold a special event to thank those who give at the leadership level by having your CEO speak, provide lunch or give employees a denim 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 of Greater Stark County campaign representative for sample emails, letters, talking points, etc.  
**DONOR NETWORKS** offer donors the opportunity to join groups based on their interests and/or giving level.



# LEADERS IN GIVING CAMPAIGN TIMELINE

TARGET DATE	TASK COMPLETED	BEFORE THE CAMPAIGN
6-8 weeks prior		Obtain support of your CEO and discuss Leaders in Giving campaign plans/activities
4-6 weeks prior		Recruit a team to assist you <ul style="list-style-type: none"> <li>• Depending on the number of prospects, one person may not be sufficient to effectively visit each donor</li> <li>• Involving others will lead to increased and improved leadership participation</li> <li>• Add someone from your management team to help make a peer-to-peer ask</li> </ul>
4-6 weeks prior		Utilize your UWGSC Representative to assist with planning <ul style="list-style-type: none"> <li>• Learn more about United Way's campaign initiatives and Leaders in Giving program</li> <li>• Review and discuss Leaders in Giving campaign plans/activities</li> <li>• Review previous years' results and leadership activities</li> <li>• Develop preliminary dollar and member goals</li> </ul>
2-4 weeks prior		Prepare a prospect list <ul style="list-style-type: none"> <li>• Identify prospects and appropriate level of "ask"</li> <li>• Personalize each pledge card</li> <li>• Assign prospect names to campaign team members (if applicable)</li> </ul>
1-2 weeks prior		Finalize Leadership Giving goals (dollars and number of donors)
2 weeks prior		Determine method(s) of solicitation <ul style="list-style-type: none"> <li>• One-on-One ask</li> <li>• Group meeting(s)</li> <li>• CEO letter or combination of the above</li> <li>• UWGSC can assist with group meetings by providing PSA and/or guest speakers</li> </ul>
1 week prior		Send endorsement letter from CEO to all Leaders in Giving prospects

TARGET DATE	TASK COMPLETED	BEFORE THE CAMPAIGN
Within 1-2 weeks		Conduct solicitation (One-on-One ask, Group meeting(s) and/or CEO Letter)
Within 1-2 weeks		Continue solicitation until each Leadership prospect has been asked to contribute <ul style="list-style-type: none"> <li>• Follow up with colleagues until all pledge cards are received</li> <li>• Answer any questions</li> <li>• Report campaign status to your United Way representative</li> </ul>

TARGET DATE	TASK COMPLETED	BEFORE THE CAMPAIGN
1 week		Tally Leadership Giving contributions
1-2 weeks		Share results with your CEO, co-workers and your UWGSC Representative
1-2 weeks		Personally thank your donors. Options include: thank you letter, special breakfast, lunch or dinner for donors, paid vacation or personal day, etc
Upon Campaign Completion		Complete paperwork for Leadership Giving and submit results to your UWGSC Representative