

THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



Thank you for joining the fight for a stronger Miami. As leaders, today we are challenged like never before. But our United Way can—and will—succeed in this new normal. And as we adapt, we are taking your workplace campaign virtual!

Leadership strategies for success

Involving company leadership in your virtual campaign inspires all employees—remote and hybrid, alike—to get involved and make a donation. Strategies you can use to maximize their participation include:

- Assign names of potential leadership givers to campaign ambassadors
- Recruit a specific team to focus on leadership solicitations and assign them leadership prospects
- Move the campaign to a digital environment to ensure no one is left out
- Organize a virtual event for other potential leadership givers
- Match up peers and consider that the person making the ask should have a good rapport with the person he or she is soliciting
- Lead by example - leadership team members set an example and give at the leadership level
- Recruit current members of Women United and Young Leaders to specifically recruit new members
- Develop and publicize your organization's leadership giving goal as a part of the overall campaign goal
- Choose a strong key speaker, ideally your CEO or a current leadership contributor, to endorse leadership giving and invite others to join
- Include a United Way volunteer to join the virtual presentation
- Distribute digital leadership brochures, thank you materials and other appropriate information to support your campaign
- Reach out to past leadership contributors who didn't participate in previous campaigns and/or reduced their gift and ask to join
- Share reminder emails that illustrate the impact of a leadership gift with examples of real-life results
- Communicate United Way highlights in education, financial stability and health
- Notify your United Way representative of proper spelling of names, job titles and correct gift information (including fast track, family gifts, Women United and Young Leaders) for each leadership contributor to ensure United Way properly recognizes them