

Leadership Campaign

Why conduct a Leadership Circle Campaign within the workplace?

A workplace Leadership Circle campaign reinforces the company vision of community service and giving back that inspires more employees to give. It brings together leaders with a vision for positive change who, through their participation, set a powerful example for others.

A successful Leadership workplace campaign:

- increases pride of employees in good citizenship of company
- demonstrates an organization-wide commitment to improving lives in our community
- elevates the level of giving throughout the company
- results in a greater impact on our community

Announce Leadership Circle donors early in the campaign. A strong show of support by company leaders will help ensure the campaign reaches its full potential and:

- sets the tone for the rest of the employees
- inspires others to give
- adds credibility to the United Way campaign

United Way recognizes both the company and individual donors multiple times through United Way communications as well as through networking opportunities at United Way events and activities.

Leadership Circle giving:

- is possible for as little as \$10 per week
- is convenient through payroll deduction
- provides an excellent broad-reaching example of philanthropy and maximum impact on community issues

Leadership Circle

Semi Monthly

Community Builder	\$21 - \$41	is min. \$500/year
Community Investor	\$42 - \$62	is min. \$1,000/year
Community Shareholder	\$63-\$104	is min. \$1,500/year
United Way Partner	\$105 - \$208	is min. \$2,500/year
United Way Visionary	\$209 - \$416	is min. \$5,000/year
Alexis de Tocqueville Society		is min. \$10,000/year

Conducting a leadership campaign is a key strategy in growing your campaign.

