**United Way of Windham County Leadership Giving**

**Who are Leadership Givers?**

Rudyard Kipling Leadership Society donors are individuals that make a gift of $1,000 or more, helping to quickly make an impact in our community and campaign goal. This growing community of members is committed to making a difference every day throughout our region.

Leadership Society donors are individuals that make a gift of $500.00 or more.

**Why Focus your Campaign on Leadership Giving?**

Leadership Giving accounts for a significant amount of the annual campaign and provides donors with opportunities to connect with one another. A Leadership Giver’s generous gift can help feed a child, keep a family in their home, and give an elderly person independence. Each gift does so much to help others.

**What is an Advanced Leadership Campaign?**

Companies and ECCs looking to maintain and grow their base of major donors, giving at the Leadership level ($500.00 or above), can implement this tool kit to engage Leadership Givers and Kipling Leadership Society donors. Through targeted efforts, once weekly, before the company’s official United Way kickoff you can meet or exceed your goal!

Your company’s employees joining at the Leadership level has multiple benefits; increases your impact, develops camaraderie among employees, and builds excitement around the campaign. Expert tips to organizing Leadership Giving at your company:

* Gain CEO or top management support
* Host a Virtual Campaign Event to encourage and ask for participation at the leadership level.
* Hold a special (virtual) breakfast or lunch for current and potential Leadership Givers.
	+ Bonus: Do a lunch ‘n’ learn and share some facts about United Way!
* Recognize Leadership Givers throughout your organization.

Pro tip: Send your United Way campaign representative a list of your Leadership Givers so we can properly recognize and thank them!

**Show How a $1,000.00 Gift Can Change a Life:**

* Fund one (1) transitional apartment and utilities for a month for a previously homeless family
* Three hundred and fifty-two dollars thousand ($352,000) in tax refunds via VITA
* Three hundred and twenty (320) chef prepared home meals delivered to the community
* One (1) months funding of an after-school substance use prevention program

**Share the Benefits of Leadership Giving**

* Learn about community issues and how your dollars are at work to keep Windham County’s safety net strong
* Set your business apart and lead by example as philanthropic leaders
* Meet and connect with like-minded community leaders
* Learn firsthand how your investment helps local people
* Get recognized by United Way for your generosity and commitment