



“Giving as a Leader is not just something I do; it’s part of who I am. My parents and grandparents instilled in me a deep sense of commitment to community. I was taught that if one of us hurts, we all cry. And I believe a strong community requires unconditional generosity, which to me, means giving freely and in a way that’s consistent and faithful. I trust United Way Winnipeg will use my gift to do work that is thoughtful and respectful and serves our community in the best way possible.”

Vinh Huynh

Principal, Gordon Bell High School
and United Way Winnipeg
Leadership Donor

LEADERSHIP PROGRAM GUIDE

STEPS TO A SUCCESSFUL
LEADERSHIP CAMPAIGN & ASK



United Way
Winnipeg

At United Way Winnipeg, Leadership is an annual gift of \$1,200 or more. More importantly, it's a generous expression of community spirit and pride. A strong community needs strong Leaders.

Here are some suggested best practices for running your Leadership campaign.

PLAN

STEP 1 Ensure your senior leadership is on board.

Meet with your CEO to request their personal involvement in your Leadership campaign.

STEP 2 Recruit your team.

Recruit a small team of co-workers to help you. Make sure you have enough canvassers to make personal approaches to current and potential Leadership donors. We recommend peer-to-peer canvassing, with each canvasser assigned a maximum of 10 people.

STEP 3 Develop a plan.

- a. Invite your United Way Winnipeg staff partner to meet with you and your team to help develop a targeted plan.
- b. Identify past Leadership donors (including those who did not donate to the previous year's campaign) and determine if they are still with the organization.
- c. Identify prospects with the capacity to donate at the Leadership level. Provide this information to your United Way Winnipeg staff partner early in the planning phase, so we can create personalized pledge cards and solicitation letters.
- d. Set goals for the number of Leadership donors and amount of donations you hope to recruit and raise.
- e. Determine the best way to ask for donations:
 - Host a Leadership event in a special location such as a United Way Winnipeg agency partner.
 - Plan a Leadership presentation and invite a United Way Winnipeg Speakers Bureau volunteer for maximum impact.
 - Visit with Leadership prospects one-on-one.
 - Arrange to take your team and potential donors on an agency visit.

ASK

STEP 1 Make your own Leadership gift.

It's always easier to ask people to do something you've already done yourself.

STEP 2 Make sure each Leadership prospect receives an information package.

Every Leadership prospect should receive a package with a pledge card, return envelope, a brochure that explains the importance of Leadership donations, and a solicitation letter.

STEP 3 Make the case for Leadership.

Speak to each Leadership prospect on your list in person, one-on-one. Explain why you donate at the Leadership level and give examples of the impact Leadership has in our community. Be prepared to answer questions.

STEP 4 Solicit the gift.

The "ask" is the most important part of the Leadership campaign. The number one reason people say they haven't donated is because they've never been asked. Here's how to approach your co-workers for a Leadership gift:

- Start by thanking past Leadership donors for their support.
- Canvass each Leadership prospect in person, one-on-one. Remember, someone who says "no" to a Leadership gift is not necessarily saying "no" to giving. Every gift – no matter the size – makes a real difference.
- Ask existing donors to consider an increase so they can make an even bigger difference.
- Request that all pledge cards be returned – even when there is no donation, or when a donation has been recorded in the ePledge system.
- Follow up personally.

UnitedWayWinnipeg.ca

All the information and resources you need for a successful campaign can be found on United Way Winnipeg's website. You'll find a blog with timely news and events, powerful video stories, and the names of current Leadership donors, so prospects can see they'll be in very good company.

STEP 5 Monitor your campaign's progress.

- Develop a tracking system and monitor returns on an ongoing basis. If your workplace campaign is on ePledge, we can show you and your Employee Campaign Chair how to track gifts online.
- Follow up until a giving decision is made.

STEP 6 Give potential donors control and freedom to make their decision.

- Follow up in person.
- Clarify a "no" reply and acknowledge any objections.
- If the answer is a definite "no," thank the prospect and collect and return the pledge card, or confirm that they have made their decision in the ePledge system.
- If the answer is "maybe," schedule a follow-up appointment and invite the prospective donor to come to you with any questions in the meantime. After the follow up, collect and return the pledge card, or confirm that they have made their decision in the ePledge system.
- Request that all pledge cards be returned – even when there is no donation.

THANK

Say "Thanks!"

It's important to let donors know the value of their generosity as close to the time they make their donation as possible. Even if they choose not to give, thank them for their time. And don't forget to thank your volunteers!

- Ensure solicitors thank their donors personally.
- Write a personal note to co-workers if possible.

United Way Winnipeg will also thank and recognize Leadership donors unless they request anonymity.

"I was very fortunate, in my time as a past Employee Campaign Chair, to be able to see first-hand the good work being done in the community by over 100 United Way Winnipeg donor-supported agency partners and programs. These agencies and programs are on the front lines, delivering critical help each day to our families, friends, and our neighbours. Ever since that first experience in my twenties, I have made the decision to give at the Leadership level because of what it means to me – that I am part of a select group in our city who are making the choice to lift up others in need of our help."

Adam Hanson
Volunteer Co-chair, Leadership
2020 United Way Winnipeg Campaign Cabinet



LEADERSHIP GIVING RESOURCES

Make the most of your campaign by tapping into these important resources:

Custom Leadership Presentation

Provide insight into the impact of a Leadership gift with a custom presentation. Speak to your United Way Winnipeg staff partner about inviting a Leadership Speakers Bureau volunteer to share powerful personal stories that demonstrate the impact of support at the Leadership level.

Leadership Case for Support

A great tool for demonstrating the value of Leadership.

Personalized Leadership Campaign

Speak directly to potential donors in your organization with custom pledge cards and letters.

Pathways to Leadership

Let donors know Leadership doesn't always happen overnight. Every gift – no matter the amount – will make a difference and should be celebrated. The key is steady progress. With the Pathway to Leadership, donors are able to create a map and step-by-step strategy to achieve their goals for Leadership and our shared goals for community.

Agency Visits

Show your peers the impact of their donations with a visit to one or more United Way Winnipeg agency partners.

HOW A LEADERSHIP GIFT CAN SAVE YOU MONEY!

RECOGNITION LEVEL	ANNUAL GIFT	TAX SAVINGS*	NET COST
LEADERS OF THE WAY			
Pathfinder	\$1,200	\$516	\$684
Builder	\$2,400	\$1,072	\$1,328
Pacesetter	\$3,600	\$1,629	\$1,971
MAJOR DONOR			
Trailblazer	\$5,000	\$2,279	\$2,721

* ESTIMATED

Every dollar you donate **goes to making a difference in our community**, thanks to a grant from the Province of Manitoba that supports fundraising and administration costs.

Manitoba 

WHAT A DIFFERENCE WE CAN MAKE *together*

Just a few examples of what a Leadership gift makes possible:



\$1,200 will provide three youth with mentors for an entire year, connecting them to a trusted, dependable and consistent presence during the critical years in their development.

Megan struggled a lot in her childhood, living with a learning disability, ADHD, as well as depression and anxiety. At one point, she was self-harming and became suicidal. Through her mother's support and by connecting with her Indigenous roots, Megan got the help she needed. Today she's a mentor helping kids as she had been helped. She's also completing her Inner City Social Work Program at U of M, so she can continue helping kids.

"I want to find a job that makes me as happy as being a mentor."



\$2,400 will teach seven people how to save and budget at 10 money management sessions, with costs covered for bus tickets, refreshments, and childcare.

Jocelyn lived in poverty and fear. She didn't have money to provide healthy food for her kids, and worried things would get worse. She also worried she wouldn't be able to put money aside for her kids' future. She took part in money management and asset building programs and learned how to budget and save for her kids' futures. Today she is working at the same agency that helped her.

"I have healthy food on my table, a roof over my head, and hope for my family's future."



\$3,600 will provide treatment and recovery for 14 Winnipeggers with addictions, teaching them healthy coping and lifestyle behaviours.

Todd was addicted to meth for three years. He had struggled with depression and anxiety and was going through a lot when he first tried it, but he didn't think he would get addicted. Todd lost friends, family, and any sense of identity. He realized he needed to make a dramatic change and got help. He participated in a meth recovery program and got clean, and he even helped to co-lead the program.

"I understand the hell they're going through. But I also know there's a way out."

It's because of people like *you* who donate to United Way Winnipeg.



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