

STEP 7: PROMOTE LEADERSHIP GIVING

Discuss ways to recognize leadership givers and engage new leaders with your CEO. Leadership donations generally contribute on average 60 percent of all workplace giving. Leadership donors are invited to a special “Night of Thanks” reception hosted only for leadership givers.

WHAT IS LEADERSHIP GIVING AND HOW SHOULD WE PROMOTE IT?

- Leadership-level giving is not determined by job title but by the amount pledged.
- A leadership gift for United Way of North Central Florida is \$750 annually.
- An average gift of \$15 a week equates to \$750 a year.
- Leadership donors receive additional recognition in United Way of North Central Florida’s annual report.
- Leadership donors are eligible for membership in an affinity group that applies to them, i.e., Women United and Emerging Leaders United.

Women United

Women United (WU) celebrates the power of women to bring about positive change in our community through philanthropy and service. The mission of Women United is to increase philanthropy among women in support of United Way and their objectives in service to the community. For more information, contact **Dana Clayton** at dclayton@unitedwayncfl.org.



Emerging Leaders United

Emerging Leaders United (ELU) is a group of community-focused, up-and-coming professionals making positive and long-lasting change in North Central Florida. ELU connects members (ages 24-44) to United Way and the community through professional development, educational opportunities and volunteering/networking events. For more information, contact **Lauri Schiffbauer** at Lschiffbauer@unitedwayncfl.org.

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