

BUILDING PILLAR LEADERSHIP GIVING AT YOUR COMPANY

Becoming a United Way Pillar is a gift to our community that means so much to so many. Leadership Givers collectively help thousands of local people every year. In Champaign County, Pillars Leadership Giving starts at **\$500 annually**.

Inviting your company's donors to join at the Pillar level increases the number of those helped even more while developing camaraderie among employees, providing opportunities for employee recognition and building excitement around the campaign.

Plus, United Way Pillars are loyal donors – **92% of Pillars renew their gift annually!** This is a great way to build up a strong base of United Way support at your workplace.

BENEFITS OF PILLAR DONATION

- Subscription to our quarterly Pillar Newsletter
- Personal invitation to annual Pillar Celebration event
- Invitations to Annual Meeting and other United Way events
- Name listed in the Annual Report
- All Pillars receive a personalized donation packet each year

ORGANIZING A LEADERSHIP GIVING PROGRAM

Incorporating a Leadership Giving campaign is one of the best ways to increase the success of your workplace campaign and get your employees engaged. Here are some steps to success:

1. Gain CEO or top management support.
2. Host an event to encourage and ask for participation at the leadership level.
3. Hold a special event to thank those who give at the leadership level by having your CEO speak or by giving employees a jeans day.
4. Ask Leadership Givers to make their pledge prior to your campaign kickoff. This allows company leaders to set the pace for the campaign.
5. Have your CEO or Leadership team make one-on-one requests.
6. Have the CEO send personal thank-you letters.
7. Visibly recognize your Pillars throughout the organization.
8. Return pledge forms to United Way promptly so we can send thank you letters in a prompt manner.

NEXT STEPS

United Way leadership will gladly assist your Pillars campaign efforts. Please contact **Becca Guyette, Director of Leadership Giving**, at 217-352-5151 or Becca@uwayhelps.org

