

ARE YOU A UNITED WAY
LOYAL CONTRIBUTOR?

HAVE YOU BEEN SUPPORTING

UNITED WAY

FOR 10 YEARS OR LONGER?

THANK YOU FOR GIVING.

THANK YOU FOR BEING INVOLVED.

THANK YOU FOR CARING.

COME FORWARD

JOIN OTHER LOYAL CONTRIBUTORS.

BE RECOGNIZED FOR YOUR

COMMITMENT.

LEARN ABOUT THE IMPACT
OF YOUR SUPPORT.



GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED 



*Introducing the
United Way
Loyal Contributor Program*

United Way
of America

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United Way Loyal Contributor Program

Step 1 Pre-campaign

Build the Loyal Contributor message into the campaign kick-off email and materials:

“This year we are happy to pay special tribute to our United Way Loyal Contributors—those of you who have given to any United Way for ten years or longer. You have chosen to consistently and generously support your community through United Way. We invite you to identify yourself as a United Way Loyal Contributor on your pledge form so that we here at (company) and United Way can recognize you and tell you about the impact you have had on the lives of so many people in our community.”

Step 2 Pledge Cards

Include a Loyal Contributor self-identification check-off on electronic pledge forms

Suggested language:

- I have been giving to (any) United Way for _____ years. Does not have to be continuous.
- I authorize my name and home mail and email addresses to be released to United Way for the sole purpose of ongoing communication. United Way will not in any way sell or release my information.
- I prefer to remain anonymous in terms of acknowledgement and recognition of my United Way gift.

Step 3 Campaign Kick-off

Recognize your United Way Loyal Contributors at kick-off events and electronic communication.

Step 4 Post Campaign

United Way will provide you with a list of your United Way Loyal Contributors. You may want to feature their names in your internal communication and possibly profile several United Way Loyal Contributors.

United Way will send your Loyal Contributors an email thanking them for their long time commitment and generosity, informing them of the impact of their support and inviting them to join the LIVE UNITED movement.

Step 5 Year-round

United Way will continue to communicate with your United Way Loyal Contributors by sending information that provides news about how their support is advancing the common good in your community. We will also send an ePostcard and/or eValentine to express our gratitude for their continued support.

Loyal Contributors may also be invited to special events and ongoing recognition and engagement opportunities.

The **United Way Loyal Contributor Program** is a national initiative to recognize, thank and celebrate our many donors who have so consistently and generously supported their communities through United Way for many years. It focuses on donors who have given to (any) United Way for 10 years or longer. This does not have to be continuous support. Since donors often have given to United Way through different companies and in different communities, the program is based on the donor self-identifying.

United Way Loyal Contributor Program Goals

- Identify long time donors
- Thank and recognize them for their generosity and consistent support
- Retain them as donors and engage them in advancing the common good in their community

Why include a United Way Loyal Contributor Program in your United Way campaign?

- Celebrate your employees, regardless of their giving level, for their ongoing commitment to support their communities through United Way.
- Make your employees feel appreciated, reinforcing company loyalty and encouraging continued community support.
- Identify long time dedicated supporters for leadership opportunities within the campaign.
- Provide your Loyal Contributors with information about the impact of their support on the lives of people in their community.
- Be recognized as one of the founding companies to introduce a **United Way Loyal Contributor Program**.

