

United Way Loyal Contributors Initiative Campaign Coordinator Guide United Way of Wapello County

What is the United Way Loyal Contributors Initiative?

United Way has created this initiative to identify, thank, recognize and communicate with our long time donors who have positively impacted the lives of so many people through their consistent, long time support. Recognizing that people can move and change employment, United Way Loyal Contributors are those donors who have contributed to (any) United Way for at least 10 years (note that their support does not have to be consecutive) regardless of giving level.

Why introduce a United Way Loyal Contributors Initiative?

- It celebrates your employees, regardless of their giving level, for their ongoing commitment to the community through United Way.
- It makes your employees feel appreciated, reinforcing company loyalty and encouraging community support.
- It provides your employees with information about the impact of their support on people's lives.
- It allows United Way to personally recognize and directly thank long time donors.
- It identifies long time supporters for leadership opportunities within the campaign.
- It provides your company with opportunities to feature long time supporters in internal communication.
- It reinforces your company's appreciation of your employees.
- It speaks to your company's leadership role over many years as a supporter of the community through United Way.

Five Simple Steps to Implement a United Way Loyal Contributors Initiative

Step 1 Pre-Campaign:

Build the United Way Loyal Contributor message into 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 our community through United Way. We invite you to identify yourself on your pledge form so that we here at _____ (your 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 box on electronic and paper pledge forms. Suggested Language:

- I have been giving to (any) United Way (any amount) since _____. (Giving 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 receiving information from and about United Way. United Way will not sell, distribute or release my information to third parties.
- I wish to remain anonymous.

Step 3 Campaign Kick-off:

Recognize your United Way Loyal Contributors at kick-off events and electronic communication. Here are a few ideas for doing this:

- At campaign kick-off meetings, ask United Way Loyal Contributors to stand and be recognized. Start by asking all Loyal Contributors who have given 10 years or more to stand (and be applauded). Then ask those who have given 15 years or longer to remain standing (and be applauded). Then 20 years, then 25 years. Comment on this significant gesture of support for your community.
- Hand out United Way Loyal Contributor stickers. You may choose to have United Way staff or your volunteer leaders personally put these stickers on your United Way Loyal Contributors.
- Feature several of your United Way Loyal Contributors on special customizable posters.

- Have a special United Way Loyal Contributors gathering during the campaign – perhaps breakfast or afternoon snack. If your president or a senior staff member is a United Way Loyal Contributor, they could host this gathering.
- Provide your United Way Loyal Contributors with a special “perk” during the campaign – “Jeans Day,” special parking places, etc.
- Consider thanking your United Way Loyal Contributors by giving them a Live United tee shirt or Loyal Contributor recognition items in the United Way Store catalog.

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.

Step 5 Year-round:

United Way will recognize and communicate with your United Way Loyal Contributors through special events and special communication about the impact of their gifts. United Way may also profile one or more of your United Way Loyal Contributors in their newsletter. Work with United Way to celebrate and thank your United Way Loyal Contributors outside of the annual campaign. Valentine’s Day is a particularly good time to recognize and show appreciation to your United Way Loyal Contributors.

We look forward to working with you on your ***United Way Loyal Contributors*** program.

Contact Desiree Johnson at d.johnson@wapellocouw.org or 641.682.1264 to get started.