



United Way of
Sheboygan County
Emerging Leaders

Emerging Leaders Workplace Giving Program



What is an Emerging Leaders Workplace Giving Program?

An Emerging Leaders program is a formalized approach to developing the next generation of leadership, both in your company and in our community.

United Way of Sheboygan County (UWSC) Emerging Leaders affinity group is recommended for civic-minded individuals age 40 and under who make an annual gift of \$10 per week or \$500 per year. It takes a special type of person to give at this level – someone who shows true commitment to creating a healthier and stronger community for the benefit of all.

Through gifts of \$500 and more, Emerging Leaders are a network of dynamic individuals who are determined to spark change in the community!

Conducting an Emerging Leaders Workplace Giving Program is one way to increase the success of your company's overall United Way campaign. As an integral part of your workplace giving program, it allows your employees to make a greater impact on the lives of people throughout Sheboygan County and sets your organization apart as a leader in our community.

Emerging Leaders Benefits

Community Benefits

- Proven Success in Addressing Issues
 - United Way-funded programs are making people's lives better, today and into the future.
- Increased Community Knowledge and Spirit
 - Emerging Leaders donors educate their peers about the issues facing our community and ways to impact positively the place that we live and work.
- Recognition of New Community Leaders
 - Emerging Leaders donors and volunteers gain recognition for their charitable activities and as future community leaders.

Donor Benefits

- Connections
 - Connect with other local young leaders by taking part in unique volunteering and networking opportunities while promoting community awareness and education.
- Learning Opportunities
 - Interact with local community leaders to learn from their experience.
- Professional and Personal Growth
 - Leadership skills can be increased through joining the steering committee, serving as a volunteer, or through attending professional development events throughout the year.
- Smart Way to Invest
 - UWSC supports 40 local programs focusing on education, health, and financial stability and serves Sheboygan County in a holistic manner.
- Community Recognition
 - Public recognition as a philanthropic leader in Sheboygan County.

Company Benefits

- Positive Image
 - An Emerging Leaders campaign demonstrates a company-wide commitment to developing future community leaders and improving lives.
- Employee Performance
 - Becoming an Emerging Leader encourages teamwork and enhances relationships by connecting employees with a shared vision and passion.
- Internal Leadership
 - Potential leaders can develop and hone their communication and leadership skills.
- Networking
 - Members can network with their peers and raise the company profile.

Conducting an Emerging Leaders Workplace Giving Program

STEP 1: Gain CEO and Senior Management Support

- Meet with your CEO/management staff to make sure they understand and support United Way's Emerging Leaders Workplace Giving Program.

STEP 2: Recruit an Emerging Leader Coordinator

- Recruit a respected staff member to serve as coordinator and conduct the Emerging Leaders portion of your campaign.
- The Emerging Leaders Coordinator should work closely with the company Campaign Ambassador to ensure optimum results.
- Depending on the size of your company, consider recruiting additional individuals to help. Involving others will lead to increased participation and awareness.

STEP 3: Develop a Plan & Set Goals

- Establish the timing of the Emerging Leaders giving campaign.
- Review last year's efforts and results (if applicable).
- Set goals for new gifts and total Emerging Leaders giving.
- Make sure Emerging Leaders have a way to identify themselves when giving.

STEP 4: Create a Prospect List

- Work with your human resource department and United Way staff to identify potential Emerging Leaders donors. Consider:
 - Employees age 40 or younger
 - Current donors who give \$250 or whose salary is \$40,000 and more
 - Employees who are involved with an affinity group at work (new employees, younger employees, etc.)
 - Employees who are on the fast track

STEP 5: Communicate

- Ensure that Emerging Leaders has a presence at all company campaign events.
- Develop and publicize the company goal for Emerging Leaders giving - in addition to the overall campaign goal.
- Invite prospects to a special breakfast, luncheon, or meeting to present benefits of becoming an Emerging Leader.
- Consider holding your meeting at an already scheduled manager/supervisor meeting prior to the campaign.
- Inform potential donors of past events and invite them to upcoming events to learn more.
- Distribute United Way materials, pledge forms and other appropriate information.
- Invite employees with an in-person ask or letter of endorsement from the CEO.

STEP 6: Thank Your Contributors

- Send a personal thank you from the CEO and Emerging Leaders Coordinator to all contributors and members of your team.
- Offer a thank-you reception or luncheon hosted by the CEO.
- If appropriate, recognize Emerging Leaders members in newsletters, on the intranet, or company bulletin boards.
- All donors will receive a thank you letter from UWSC.

STEP 7: Report Names and Final Results

- Complete the Pledge Summary Form, and return to UWSC along with pledge forms for each donor to ensure UWSC properly recognizes and thanks everyone for their generosity.

Talking Points

Who is an Emerging Leader?

- Recommended for civic-minded individuals age 40 and under, the United Way of Sheboygan County Emerging Leaders program is a network of committed, passionate, and generous young adults dedicated to creating a lasting impact in our community.
- Emerging Leaders educate their peers about the issues facing our community and ways to positively impact the place in which we work and live.
- An Emerging Leader gives a minimum of \$10/week or \$500 a year to UWSC.

Why you should give to United Way of Sheboygan County?

- **Local**- UWSC invests in 40 programs at local Partner Agencies focusing on education, health, and financial stability located in Sheboygan County.
- **Efficient**- Donor dollars are leveraged with others to meet the most pressing needs in our community. Individuals can make one annual contribution and know it is impacting many. For organizations, it is not practical to have every nonprofit fund raise at their workplaces.
- **Effective**- UWSC invests in programs at agencies that are in strong financial health. Those programs' results are measurable, sustainable and meet current community needs.

Available Resources

- UWSC Staff
- Pledge Forms
- Annual Report
- Emerging Leaders Overview
- Emerging Leaders Steering Committee Members
- Campaign Video
- www.uwofsc.org

Please reach out to your United Way staff contact to support you in planning your Emerging Leader Workplace Giving Program.

uwofsc.org | 920-458-3425



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