



One Hour of CEO Time...

guarantees a successful United Way campaign.

1. **Determine a Generous Corporate Gift.....2 minutes**
Consider matching your employees' total contribution
2. **Decide on a Generous Personal Gift.....2 minutes**
You decide. Some people give 1% of their salary, others make Leadership pledges of \$1,000, \$2,500, \$5,000 or more. \$10,000 or more entitles you to membership in the local and national Alexis de Tocqueville Society chapters.
3. **Choose and Employee Campaign Coordinator.....6 minutes**
Pick a young executive who has a burning ambition to reach "the top" *in your company* to manage the campaign.
4. **Establish Payroll Deduction.....5 minutes**
This is the easiest way to give, and creates the greatest results in your campaign.
5. **Prepare a Letter to Your Employees.....10 minutes**
Send a letter to your employees at home (addressed to the employee and spouse when appropriate) describing how you support United Way and believe it is the most effective way to help our community. Sample letters are available.
6. **Personally Solicit Top Executives.....10 minutes**
During a coffee meeting, ask your top executives and department heads to contribute. Let them know the company and you are making substantial contributions and urge them to do likewise. Give each a pledge card and United Way literature, ask them to return the cards to you the next day. Instruct them to conduct similar meetings with department heads who report directly to them.
7. **Authorize United Way Agency Tours**
Allow several employees to spend a morning or afternoon touring United Way agencies. (United Way staff or loaned executive will make the arrangements.)
8. **Help Lead Employee Rallies.....25 minutes**
Open an employee meeting by telling your people how the company supports United Way. Include an agency speaker (provided by United Way), show the local video and use personal testimony from employees who have received help from United Way.

Total CEO Time.....1 Hour