What is the Loyal Contributor Program?
The purpose of the Loyal Contributor program is 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. Loyal Contributors are those donors who have contributed to (any) United Way for at least 10 years, regardless of giving level.

Why introduce the Loyal Contributor Program?
- It celebrates your employees, regardless of giving level, for their ongoing commitment to the community.
- 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 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.

Four Simple Steps to Implement the Loyal Contributor Program into your Campaign:

Step 1 - Pre-Campaign:
Build the 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 10 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 can recognize you and tell you about the impact you have had on the lives of so many people in our community.”

Step 2 - Campaign Kick-off:
Recognize your Loyal Contributors at kick-off events and through electronic communication. Here are a few ideas:
- At campaign kick-off events, ask Loyal Contributors to stand and be recognized. Start by asking all Loyal Contributors who have given 10 years or more to stand (applause). Then ask those who have given 15 years or longer to remain standing (applause). Then 20 years, then 25 years. Comment on this significant gesture of support for your community.
- Hand out United Way Loyal Contributor stickers or Live United t-shirts to your Loyal Contributors.
- Have a special Loyal Contributor gathering during the campaign – perhaps breakfast or afternoon snack. If your president or a senior staff member is a Loyal Contributor, he or she could host this gathering.
- Provide your United Way Loyal Contributors with a special “perk” during the campaign – a “Jeans Day,” special parking spaces, etc.

Step 3 - Post Campaign:
United Way can provide you with a list of your Loyal Contributors. You may want to feature their names in your internal communication and possibly profile several Loyal Contributors.

Step 4 - Year-round:
United Way will recognize and communicate with your Loyal Contributors through special events and special communication about the impact of their gifts. United Way may also profile one or more of your Loyal Contributors in their newsletter. Work with United Way to celebrate and thank your Loyal Contributors outside of the annual campaign.

(continued)
Celebrate and thank your long-time donors. Loyal Contributors are donors who have given to United Way – any United Way at any giving level – for 10 years or more. Here are just a few simple ways to recognize and thank these donors for their exceptional commitment to United Way.

**Ways to Recognize Loyal Contributors**

1. List them on your company’s intranet.
2. Invite them to stand and be recognized at your campaign kick-off event.
3. Provide them with a certificate at your thank you event.
4. Feature them on a campaign poster and hang it in the office.
5. Ask them to share their story of giving via e-mail or during a company event.
6. Hold a recognition ceremony.
7. Feature them in your company newsletter.
8. Invite them to sit at a VIP table at your campaign kick-off event.
9. Thank them with a special treat, gift or perk.
10. Send a thank you letter from your CEO to their home.

For more information on how to recognize Loyal Contributors in your campaign, contact your United Way representative.

**Bonus:** So United Way can recognize them too, make sure they’ve signed up at http://www.uwaylc.org/LoyalContributorLeadership