

# How to Reach Loyal Contributors

## What are Loyal Contributors?

Loyal Contributors are donors who have supported any United Way for 10 years or longer regardless of giving level.

## Benefits of incorporating Loyal Contributors into your campaign:

- Reaching Loyal Contributors recognizes committed givers regardless of how much they give, which is particularly important for donors who are committed to United Way but are not in a position to give at the Leadership level
- By identifying long-time supporters, you are also identifying potential volunteers and leaders for your campaign
- Makes your employees feel appreciated not only by United Way but by your company as well

## Ways to incorporate and identify Loyal Contributors in your campaign:

- Invite Loyal Contributors to stand and be recognized at your kickoff
- Have them sign up through United Way so we can also recognize them
- List all Loyal Contributors on your company's intranet or company newsletter
- Ask them to share their story of giving via email or during a company event
- Invite them to sit at a VIP table during your kickoff or thank you event
- Provide them with a certificate at your thank you event
- Feature them on a poster that's hung around the office during campaign
- Hold a recognition ceremony
- Thank them with a special treat or gift
- Send a thank-you letter from your CEO to their home

For more information visit:

[www.LIVEUNITEDsepa.org/loyalcontributors](http://www.LIVEUNITEDsepa.org/loyalcontributors)

**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** 