

8 Ways to Recognize Loyal Contributors

Loyal Contributors are donors who have been giving 20 plus years to United Way

Select one or more of the following ways to recognize this group of long time United Way supporters at your campaign kick-off events and through communication

- Incorporate the Loyal Contributor Stand Up activity at your campaign kick-off meeting or event.
- Use Loyal Contributor stickers from United Way - hand them out during or immediately after kick-off meetings.
- Have a senior person at the company join with you in thanking Loyal Contributors.
- Feature a Loyal Contributor in the company newsletter during campaign time relating how they Live United.
- Perhaps your companies would have a special breakfast or offer special perks for a day for Loyal Contributors.
- Ask your company's CEO if they would include a special thank you to Loyal Contributors in an kick-off email, relating their personal appreciation and that of the company for the long time support of United Way Loyal Contributors.
- Create Loyal Contributor posters featuring your Loyal Contributors.
- Invite a long time Loyal Contributor and a relatively new Loyal Contributor (someone who has been giving for 10 years) to be a part of your kick-off meeting telling why they chose to support their community through United Way for so many years.