LEADERSHIP TOOLKIT
Use this toolkit to guide you as you engage with leaders and support their efforts to promote the campaign.

The Engage section walks through the steps in reaching out to leadership followed by the Resource section with links in grey boxes for supporting leadership according to their chosen action plan.
Develop a Plan

1. Meet with your leadership at a convenient time for them to talk about the CFC and how they can support the campaign. This could be a virtual or in-person meeting.

2. Be prepared with materials including historical results that can be acquired from your local CFC office, as well as the leadership flyer.

3. Talk through the options for leadership engagement and identify two to four tactics that your leader is willing to undertake.
Support the Implementation

1. Send your leadership an email following your meeting to confirm the agreed upon tactics (if appropriate).

2. Use the resources and tools in the following pages to ensure your leadership has exactly what they need to promote the campaign successfully.

3. When the campaign concludes, thank leadership for their support and provide them with campaign results (this helps lay the groundwork for support in future years).
Provide these social media tools to your leadership so they can show their CFC support publicly on their social media channels. The CFC logo or a *Show Some Love* circle can be used as images for the posts.
Customize these communication templates for your leadership as appropriate throughout the campaign.
Customize one of the article templates to include a quote from your leadership for publication in a local newsletter or newspaper; the speech template if your leader is presenting at a CFC event; and/or the PSA script for filming by your agency’s audio/visual team.
Customize the fillable barometer poster and link to the zone giving map to track and visualize campaign progress in your office/agency for your leader to use in communications to motivate your colleagues.
RESOURCES

Recognize

Customize these resources for your leaders to use in recognition of donors and/or campaign workers.

>> THANK YOU EMAIL

>> RECOGNITION EVENT SCRIPT

>> CERTIFICATE

>> THANK YOU CARD