

## ***NCL Benchmark Techniques Matter.***

NCL companies that use more than five benchmark techniques and run a United Way branded campaign show stronger campaign performance benchmarks than other NCL companies, for example per capita giving and per capita gift amounts.

Benchmark techniques include:

- Select a National Campaign Chairperson
- Set goals and track results nationally
- Establish a steering committee
- Recruit site coordinators
- Conduct separate briefings for senior executives
- Conduct a company-wide leadership giving program
- Conduct a strong philanthropic education campaign
- Strategically recruit campaign solicitors
- Promote corporate match of employee gifts
- Utilize NCL and local United Way staff resources
- Engage in volunteer activities across the country



what matters.®

## ***NCL Companies Matter***

For more information about United Way of America's NCL Program, please contact Tracy Nilles at 800-892-2757, ext. 484 or [tracy.nilles@uwa.unitedway.org](mailto:tracy.nilles@uwa.unitedway.org)

# ***National Corporate Leadership Companies: Investing in What Matters***



**United Way  
of America**

701 North Fairfax Street  
Alexandria, Virginia 22314-2045  
[www.unitedway.org](http://www.unitedway.org)



what matters.®

## Mission Matters:

United Way's mission is to improve people's lives by mobilizing the caring power of communities. United Way is in the business of creating meaningful and tangible impact in each and every community we serve.

### What matters. . .

The results we achieve in partnership with companies like yours  
The lives we change  
The communities we shape

### United Way across the country:

- More than 1,300 local United Ways
- 16 million donors
- More than \$4 billion contributed each year
- Over 1 million volunteers

### United Way around the world

- 45 countries
- 3,000 local affiliates
- More than \$800 million invested
- Over 20,000 volunteers

“It would be hard to find a more far-reaching and influential network than the 1,300 United Ways around the country that serve as funders, conveners and knowledge resources in their communities.”

Kent “Oz” Nelson, Past Chairman and Director  
Annie E. Casey Foundation Board of Trustees  
Former Chairman of United Parcel Services, Inc.



## United Way Matters.

A partnership with United Way provides National Corporate Leadership companies with a way to invest in and impact the community and make it a better, stronger place in which to live, work and do business for your company, your employees . . . and for all citizens. You also have the assurance you are investing in local, community based partnerships with measurable goals, proven track records and results. United Way National Corporate Leadership also provides a way to empower your employees, enabling them to make decisions and serve as day-to-day champions who promote corporate citizenship and bring values to life.

The United Way National Corporate Leadership enables the community to learn about the good works you are doing and supporting through United Way events, communications and promotions. The National Corporate Leadership partnership also provides a way for employees to have a sense that you care about them, treat them fairly and provide information and services that can benefit them and their families.

Engagement with United Way National Corporate Leadership provides opportunities to strengthen corporate involvement in the campaign effort, and to increase corporate philanthropic engagement in communities throughout the United States. When you partner with United Way National Corporate Leadership, you also receive Expert advice and counsel to expand the utilization of benchmark techniques and staff expertise to ensure the maximum return on your investments of time, resources and energy.

CHAMPIONS WHO PROMOTE CORPORATE CITIZENSHIP...



According to recent United Way of America research, 84% mention United Way as a charitable organization that makes a difference in their communities. In addition, according to research by Cone, 84% of Americans consider a company's commitment to social issues when deciding which companies they want to see doing business in their communities.

### Delivering Value to NCL companies. . . and that's what matters:

United Way National Corporate Leadership's mission is to deliver impact to communities through philanthropic relationships with national and global corporations.

NCL staff leaders support NCL companies through:

- Improved campaigns through the use of benchmark campaign techniques that have proven effective in increasing participation, per capita giving, average gifts and overall campaign results.
- Campaign planning assistance to ensure the success of the current year campaign as well as position the company for success well into the future.
- Increased company efficiency through technological assistance and development.
- Networking, learning and performance comparison opportunities with peer NCL companies at national seminars and conferences.
- One-stop communications with all local United Ways serving communities where your company does business.
- National recognition of best practices through the Spirit of America and Summit Awards.
- Access to United Way market research, communications materials, products, marketing, government relations initiatives and labor participation activities.

AND BRING VALUES TO LIFE

