

National Corporate Leadership Program

In partnership with 125 major corporations and about 1,400 individual United Ways, the National Corporate Leadership Program (NCL) provides expert advice and resources to strengthen corporate involvement and increase companies' capacity to improve lives and strengthen communities.

Mission Statement:

To deliver impact in communities through philanthropic relationships with national and global corporations.

Typical Characteristics of NCL Companies:

- Company runs a national workplace giving campaign
- Annual corporate and employee contributions total at least \$2.5 million
- At least 50% of contributions, or \$1.5 million, are invested in United Way's community impact work
- Company-wide campaign results are tracked and used for benchmarking
- Company partners with United Way beyond the workplace giving campaign
- Commitment to improve the United Way program company-wide
- 10,000 or more employees

NCL Benefits for the Company:

- Improved campaigns through the use of benchmark 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 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, conferences, council meetings and more
- One-stop communications with local United Ways serving communities where companies do 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
- Subscriptions to *NCL News*, a monthly electronic newsletter updating companies on United Way issues, recognizing companies' good works, and announcing other relevant information or opportunities and *United Way Online*, an exclusive intranet with tools and information to help NCL companies

NCL's Partnership with Individual United Ways:

- Critical individual United Way relationships at all NCL company locations
- Multiple communications tools to keep United Ways current on NCL companies
- Knowledgeable NCL staff to offer assistance with local challenges, answer questions and provide guidance
- Goal of 24-48 hour turnaround on inquiries (**NCL Call Center** - 877.625.4630 or nclinfo@unitedway.org)
- Online informational profile on each NCL Company updated quarterly to keep local United Ways informed of changes and/or new opportunities
- Benchmark data for comparisons

Combined, National Corporate Leadership companies operate in over 12,300 locations and contribute over \$1 billion to creating lasting changes in people's lives and in the communities where they live and work.