



United Way of Greater Greensboro Pearl Donors

Did you know that nearly 2,000 people in our community have been giving to United Way for 25 or more years? These are United Way's Pearl Donors and are an important part of the United Way family.

Donors are asked to identify themselves on the pledge card (both paper and ePledge) as Pearl Donors. Even if they have contributed to other United Ways and maybe missed a year or two in their giving, we'd like to recognize and thank their loyalty. Please point out the check box in the upper right corner of the pledge card to your employees.

Here are ways to recognize and thank the Pearl Donors in your organization:

- At campaign kick-off meetings, ask the United Way Pearl Donors to stand and be recognized. We'll be glad to supply you with a list of Pearl Donors in your company if needed.
- Provide Pearl Donors with a certificate at your kick-off or thank you event.
- Have a special Pearl Donor gathering during the campaign-perhaps breakfast or afternoon snack. If your president or a senior staff member is a United Way Pearl Donor, they could host this gathering.
- Provide your United Way Pearl Donors with a special "perk" during the campaign-"Jeans Day," special parking places, etc.
- Profile one or more of your Pearl Donors in your internal communications (company newsletter, staff email, etc.)
- Ask Pearl Donors to share their story of giving via email or at a company event.
- Have them sign up at www.unitedwaygso.org so we can also thank them.
- Send them a thank-you letter from your CEO to their home.

By recognizing and thanking your United Way Pearl Donors, you not only honor their generosity throughout the years, but you also encourage others in your company to give as well.

Thank you!

Contact:

Hattie Aderholdt
Legacy Society Manager
(336) 378-5023
hattie.aderholdt@unitedwaygso.org