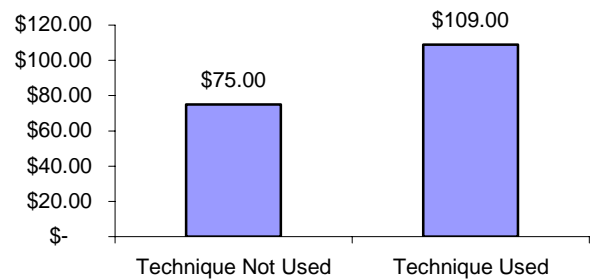


Proven Benchmark Techniques for Workplace Giving

Based on Analysis of National Corporate Leadership Companies -United Way of America 2003

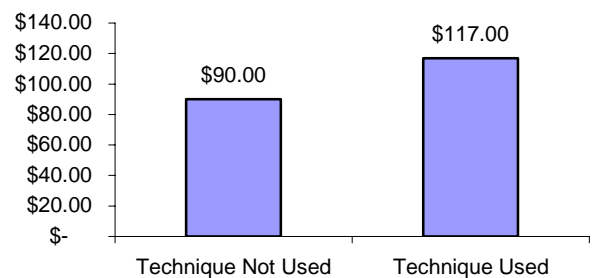
Set goals and track results
by site and along
organizational lines.

Employee Per Capita



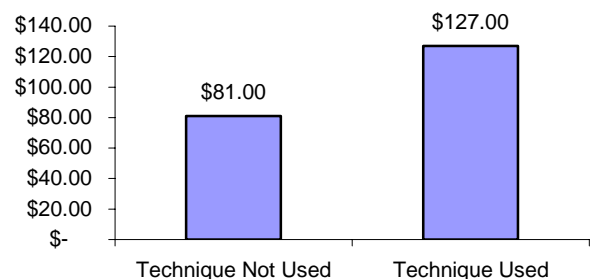
Establish a steering
committee to develop a
campaign plan.

Employee Per Capita

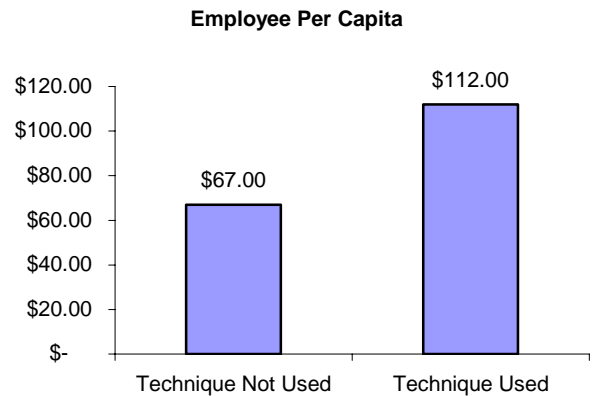


Conduct separate briefings
for top executives to
encourage their support and
visible leadership.

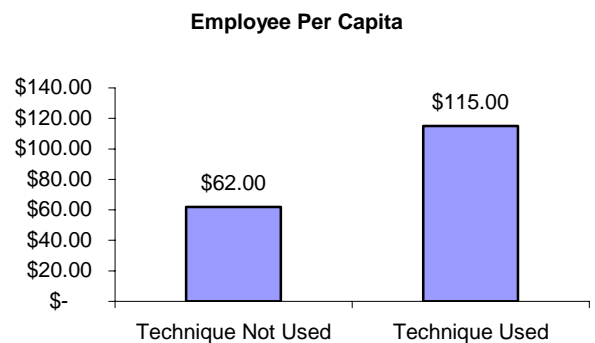
Employee Per Capita



Establish a company-wide
Leadership Giving program.



Conduct a strong educational
campaign among employees.



Organize volunteer activities
with recruitment and
recognition efforts.

