



Greater Milwaukee  
& Waukesha County

# LEADERSHIP GIVING: Frequently Asked Questions

## Why should I join the Leadership Society?

Leadership giving is critical to United Way's ability to meet our community's ongoing needs in Education, Income and Health.

In 2017, 4,128 people chose to lead by example with a leadership contribution (\$1,200-9,999), raising a total of \$8,780,363 to benefit Greater Milwaukee and Waukesha County.

## What are the leadership giving levels?

Leader: \$1,200 - \$1,799

Partner: \$1,800 - \$2,499

Advocate: \$2,500 - \$4,999

Chairperson: \$5,000 - \$9,999

Tocqueville: \$10,000 - \$99,999

## What are the leadership giving programs?

Individuals may be part of one or more of the following programs:

**Leadership Society (\$1,200+ annual contribution):** As a member of the Leadership Society, you may be eligible to receive recognition in other Leadership Giving programs (i.e., Women United, Emerging Leaders, IT United or Tocqueville).

**Women United (Annual contribution of \$1,200 individual or \$2,400 with a partner):** As one of the largest Women United Councils in the country, Women's Leadership invests in solutions to some of our community's most pressing issues in Education, Income and Health, particularly as they relate to women and girls.

**Emerging Leaders (\$1,200+ annual contribution and voluntary opt-in):** Emerging Leaders connect a diverse group of individuals in their 20s, 30s and 40s to make an impact on our community through leadership giving and volunteerism.

**IT United (\$1,200+ annual gift and voluntary opt-in):** IT United is a dedicated group of information technology professionals who desire to make a difference through giving, advocating and volunteering.

**Diversity Leadership Society (\$1,200+ annual contribution and voluntary opt-in):** Diversity Leadership Society is a diverse group of individuals that are working to ensure every family in our four county region has the opportunity to flourish; no matter their diversity of thought, gender, age, ethnicity, and geography.

**Tocqueville Society (Annual contribution of \$10,000+ with \$6,000 or more of the gift committed to the Community Fund or the Health, Education, or Financial Stability impact areas):** This base gift provides critical support for United Way's work to improve the quality of life and create positive change in our community.

## **Why give to United Way's Community Fund or Strategic Issue Areas and Initiatives?**

Giving to United Way's Community Impact Fund is the most efficient and most powerful way to invest in your community. It combines the generosity of thousands of donors into a powerful financial resource for 220+ programs at over 110 agencies that together create needle-moving change.

By giving to United Way's Community Impact Fund or strategic issue areas and special initiatives, you ensure the best return on your charitable investment, because results are measured and reported back to the community.

Gifts to the Community Impact Fund also allow us to invest in new programs through the Opportunity Fund and support the Urgent Need Fund, which helps our partners meet immediate needs that come up through the year.

## **What can a leadership gift do?**

Leadership-level gifts can truly change lives.

**\$1,200**

- Provides every local middle school student with internet safety education
- One month of diapers for eight babies living in shelters with their mothers
- Staffing an emergency shelter with 12 disaster workers

**\$1,800**

- Training for 15 volunteers to co-facilitate parenting groups
- Transportation for 54 newly employed adults until they receive their first check
- Job training for 15 female survivors of intimate partner (domestic) violence

**\$2,500**

- One year of medical supplies and equipment for a special care nursery
- Two weeks of safe housing at an emergency shelter for a mother of 3
- Access to updated computers to help with job search, resume writing and online applications

**\$5,000**

- Staffing for a 24/7 emergency healthcare hotline for one month
- Parenting classes for 100 parents a year
- One specially-outfitted wheelchair for a child

**\$10,000**

- Six-week Microsoft Office training class for eight older job seekers
- One week of safe shelter for 42 survivors of intimate partner (domestic) violence
- School supplies and backpacks for 400 school-age youth

## **How do I benefit from giving at the leadership level?**

Leadership-level donors benefit from the strong sense of pride that comes from knowing that you make a real difference in our community.

Additionally, each program has special benefits, including:

**Leadership Society:**

- Recognition in United Way's annual Leadership Registry (optional)
- Invitations to United Way special events
- Special additional recognition and networking opportunities

**Women United:**

- Recognition in the United Way Leadership Registry (optional)
- Invitations to special volunteer projects and networking opportunities
- Invitations to member events such as the Women United signature luncheon

**Emerging Leaders:**

- Recognition in the United Way Leadership Registry (optional)
- Invitations to United Way special events
- Year-round volunteer opportunities such as Emerging Readers

**IT United:**

- Recognition in the United Way Leadership Registry (optional)
- Networking opportunities and panel discussions, including the annual CIO Forum
- Educational and volunteer opportunities throughout the year, including youth programs to encourage IT career choices and providing IT support to agency program partners.

**Diversity Leadership Society:**

- Recognition in United Way's annual Leadership Registry (optional)
- Invitations to United Way special events
- Special additional recognition and networking opportunities

**Tocqueville Society:**

- Recognition in the local Leadership Registry, Tocqueville brochure, and in United Way Worldwide's national Tocqueville Registry (optional)
- Invitation to the annual Tocqueville Society cocktail party and additional events
- Convenience of meeting a variety of community needs with one gift and one payment process
- Expedited designation processing with no fees