



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 Health, Education, and Financial Stability.

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): Donors who contribute \$1,200 or more annually, either individually or combined with a partner, are automatically included in the Leadership Society. Additionally, these donors are eligible to join the following donor networks:

Women United (Annual contribution of \$1,200 individual or \$2,400 with a partner): Join the largest Women United network in the world to move the needle on issues impacting women and girls.

Emerging Leaders (\$1,200+ annual contribution and voluntary opt-in): Leaders in their 20s, 30s, and 40s changing the lives of local youth by giving, advocating, and volunteering around United Way's education initiatives.

IT United (\$1,200+ annual gift and voluntary opt-in): Technology professionals making a difference in our community through events, volunteerism, and advocacy focused around local students interested in technology careers.

Diversity Leadership Society (\$1,200+ annual contribution and voluntary opt-in): Community leaders working together to identify strategies to close gaps for our community's diverse populations, particularly around the issue of barriers to employment.

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 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?

Explore our Impact Calculator to see the impact your leadership gift can make:
UnitedWayGMWC.org/Impact-Calculator

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