

# lead·er·ship

( / ' l d r, SHip / ) - noun

1. The action of leading a group of people or an organization.
2. The state or position of being a leader.

**Synonyms:** guidance, lead, direction, management, command

## When you become a Leadership Giver at United Way of the Big Bend:

- You are showing your **commitment** to our mission: to drive lasting change that builds better lives and stronger communities.
- You are lending your **influence** and encouraging others to help create lasting change.
- You are taking the initiative to improve the **education, income, and health** of our community.
- You **LIVE UNITED**.

## A Leadership Gift of \$1,000 or more to United Way of the Big Bend, entitles you to benefits like:

- A dedicated staff member available to answer questions, and to provide donation consultation and processing.
- Regular communication on how your gift is being used to strengthen the community.
- Recognition in the annual 2017/2018 Leadership Roster and in the Tocqueville and other Leadership Giving Societies.
- Invitations to exclusive leadership networking and social events.
- Special volunteer opportunities open only to Leadership givers, including the Women's Leadership Council and upper level committees.



Spouses giving individually through separate workplace campaigns can combine their gifts for inclusion in **Leadership Giving** by noting their wish on their pledge card.



"I cannot help fearing that men may reach a point where they look on every new theory as a danger, every innovation as a toilsome trouble, every social advance as a first step toward revolution, and that they may absolutely refuse to move at all." *Alexis de Tocqueville*

LIVE UNITED



United Way of the Big Bend

[www.uwbb.org](http://www.uwbb.org)