

LEADERSHIP GIVING

UNITED WAY OF THE BIG BEND



Together We Do More!



LEADERSHIP LEVELS

TOCQUEVILLE SOCIETY
\$10,000 or more

COMMUNITY SOCIETY
\$5,000 - \$9,999

LEADERSHIP SOCIETY
\$1,000 - \$4,999

WOMEN UNITED
\$1,000 OR MORE

EMERGING LEADERS
\$365

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:

- Regular communication on how your gift is being used to strengthen the community.
- Invitations to leadership networking and social events.
- Special volunteer opportunities open only to Leadership Givers, including the Women United Leadership Council and upper-level committees.

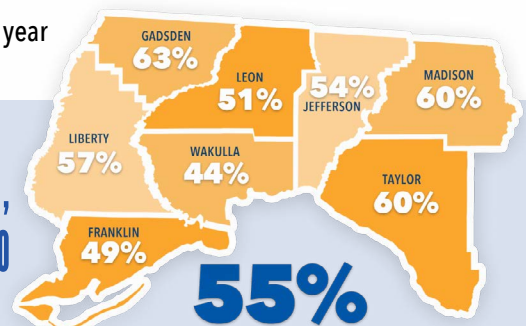
WHY JOIN A LEADERSHIP SOCIETY?

Connect with like-minded individuals across our community and engage in fun and rewarding events and meaningful volunteer opportunities throughout the year. A community thrives when individuals and leaders speak up and drive progress. United Way of the Big Bend has formed key groups to lead United Way's efforts in the community, in workplaces, and in philanthropy.

Benefits of joining a Leadership Society

- Regular communications from United Way of the Big Bend on how your gift is improving lives and strengthening the community
- Leadership event where you'll have an opportunity to hear from a key leader in the community
- Volunteer and learning opportunities at United Way of the Big Bend and area nonprofit organizations
- Enhanced networking opportunities
- Demonstrates your leadership and commitment to your community
- Gives you the opportunity to make a significant and lasting impact
- Provides invitations to luncheons and leadership networking & social events throughout the year

UNITED WAY OF THE BIG BEND PROVIDES ACCESS TO BASIC NECESSITIES, OPPORTUNITIES TO ACHIEVE ECONOMIC STABILITY & DEVELOP SKILLS TO EITHER GAIN EMPLOYMENT OR MOVE UP THE ECONOMIC LADDER.



of households in the United Way of the Big Bends' 8-county service area are at ALICE or below the Federal Poverty Level.

WHY TOCQUEVILLE SOCIETY?

The namesake of the Tocqueville Society, Alexis de Tocqueville, admired three aspects of American life that continue to define our society: Liberty, equality and the spirit of neighbor helping neighbor. Today, members of United Way's Tocqueville Society exemplify that philanthropic spirit that so impressed the young Alexis de Tocqueville when he first visited the United States.

We know leadership giving has a broader impact on our community, leaving a far-reaching legacy. Tocqueville Society is a national society established to recognize the understanding, commitment and support of United Way's most generous and community-minded investors. This is UWBB's most prestigious group of local philanthropists.

Tocqueville Society investment levels start at a minimum of \$10,000 annually to United Way through your workplace campaign or our Donate page. Gifts can be made by check, credit card, or through planned giving.

WHY COMMUNITY SOCIETY?

United Way of the Big Bend Community Society was created to assist with donor awareness and engagement in our work. The Community Society enables UWBB to recognize donors who are willing to move to a major-gift level and make extraordinarily generous contributions to their community.

Community Society Members Commit to an Annual Donation of between \$5,000 and \$9,999.

Community Society: Four-Years to Tocqueville Society

United Way of the Big Bend offers opportunities for all individuals to join a network that is committed to fostering equal access in our community. We are pleased to offer a four-year version of the Tocqueville Step Up Program that provides an opportunity to learn about our programs, services and commitment to the community, giving prospective supporters additional time to reach the \$10,000 annual giving level. The four-year Community Society plan is open to all donors as is the three-year plan:

4-Year Plan

Year One: \$3,500
 Year Two: \$5,000
 Year Three: \$7,500
 Year Four: \$10,000

3-Year Plan

Year One: \$5,000
 Year Two: \$7,500
 Year Three: \$10,000

WHY LEADERSHIP SOCIETY?

Through their generosity, Leadership donors demonstrate a true commitment to creating positive impact and lasting change in the lives of our community members. Members of the Leadership Society come from diverse backgrounds and careers, using their generosity, time and talent to create real, lasting change in the lives of local adults, children and families. The Society connects people, along with their passions, to collectively make our region a better place.

Leadership Society Members Commit to an Annual Donation of between \$1,000 and \$4,999.

WHY WOMEN UNITED?

Women United is an affinity group within the United Way of the Big Bend, comprised of Women Leadership Givers who are passionate and committed to the work of the United Way. Founded in 2005, by Tallahassee business woman Susie Busch-Transou, the group has since grown to become an influential force of women philanthropists who give, advocate, and volunteer to impact the lives of women and children throughout the Big Bend.

Women United members commit to a minimum Annual Donation of \$1,000 or more.

WHY EMERGING LEADERS?

Emerging Leaders aim to make positive, long-lasting change in the Big Bend Region via a three-tiered approach to philanthropy:

Engagement: Build your professional network with other professionals who value community engagement.

Volunteerism: This group allows young professionals to create impact within the community through volunteer projects, such as the semi-annual Day of Doing.

Fundraising: The Emerging Leaders plan, promote and execute community wide fundraisers, which provide a financial impact to the United Way's overall community campaign.

Emerging Leaders commit to an annual donation of \$365 (over 26 pay periods, that is only \$14 per pay period). This can be made through an individual's donation or by their workplace on their behalf. Workplace ECCs and Loaned Executives under the age of 40 are automatically considered Emerging Leaders because of their generous time and outreach commitment.