

LEADERSHIP CIRCLE

Why conduct a Leadership Circle Campaign?

A workplace Leadership Circle campaign reinforces the company vision of community service or giving back that inspires more employees to give.

To reach full potential, the company's United Way campaign should be encouraged from the top, with a strong show of support by company leaders.

Announcing Leadership Circle donors early in the campaign sets the tone for the rest of the employees, inspires others to give and adds credibility to the United Way campaign.

A successful Leadership workplace campaign:

- demonstrates an organization-wide commitment to improving lives in our community
- elevates the level of giving throughout the company
- results in a greater impact on our community
- increases pride of employees in good citizenship of company

United Way's Leadership Circle brings together leaders with a vision for positive change, who want to set a powerful example for others.

Both the company and individual donors will receive recognition through United Way communications and networking opportunities through United Way events and activities.

Leadership Circle Giving:

- is possible for as little as \$10 per week
- is convenient through payroll deduction
- provides an excellent broad-reaching example of philanthropy and maximum impact on community issues

	<u>Semi Monthly</u>	
Community Builders	\$21 - \$41	is min. \$500 per year
Community Investor	\$42 - \$62	is min. \$1,000 per year
Community Shareholder	\$63-\$104	is min. \$1,500 per year
United Way Partner	\$105 - \$208	is min. \$2,500 per year
United Way Visionary	\$209 - \$417	is min. \$5,000 per year
Alexis de Tocqueville Society		is min. \$10,000/year

We extend a warm invitation to you today to take a role and give at the level most rewarding to you at or above \$500 annually and to add energy to your United Way campaign through a Leadership Circle campaign.