

LEADING THE WAY THAT'S HOW WE LIVE UNITED

In 1990, the United Way of Elkhart County established the Leadership Giving Program to recognize those individuals and families whose leadership giving has set them apart as exceptional community examples. The United Way of Elkhart County is proud of its Leadership Giving Program which now numbers over 300 participants and over 25 percent of the annual campaign.

Annual Giving Circles

- 🏆 **Silver Circle: \$1,000- \$2,499**
- 🏆 **Gold Circle: \$2,500- \$4,999**
- 🏆 **Platinum Circle: \$5,000- \$9,999**
- 🏆 **Alexis de Tocqueville Society: \$10,000- \$24,999**
- 🏆 **Alexis de Tocqueville Ordre de Liberte: \$25,000 and above**

(Spouses whose combined gifts total these amounts will be recognized as Leadership Givers)

How to conduct a leadership giving campaign

- Ask your CEO to serve as the Leadership Giving Chair or appoint another senior manager as the chair. The chair should be a leadership giver in order to ask people to join them in giving at those levels.
- Work with the CEO to determine who should be targeted for the Leadership Giving campaign.
- Ask the CEO to host a breakfast or reception to kick off the Leadership Giving campaign prior to the employee campaign.
- Promote the benefits of Leadership Giving to all prospects
- Report the results of the Leadership Giving campaign to all employees
- CEO hosts a thank you/recognition event for Leadership Givers
- Complete a Leadership list of participants so that the United Way has the information in order to contact them regarding the special Leadership Giving roster that is printed annually and for invitations to special United Way events.