



UNITED WAY OF DANE COUNTY

# LEAD UNITED

INVESTED. COMPASSIONATE. IMPACTFUL.

## LEAD THE WAY

Our Lead United donor network represents leaders who are invested, compassionate and focused on understanding Dane County's critical issues and achieving professional growth. We cultivate community-minded individuals to Lead United in their workplaces, in our community and through their philanthropy.

## INVEST IN DANE COUNTY

United Way brings our community together to address Dane County's toughest issues. Your annual gift will be strategically invested into effective, research-based programs in the areas of youth opportunity, financial security, healthy community and community resiliency – the building blocks of well-being. When we band together, our community grows stronger and more vibrant.

## JOIN TODAY!

Donors who give \$1,000 or more each year are members of Lead United, but you can become a member today through the Lead United Step-Up Challenge – committing to grow your annual gift to \$1,000 or more over the next three years.

**See reverse side for details!**

## BENEFITS OF MEMBERSHIP

- **Real, measurable change** in our community through your annual investment
- **Connections** with committed and engaged community leaders and professionals
- **Deeper understanding** of critical issues in Dane County and how you can make a difference
- **Invitations to special events** and curated volunteer opportunities providing a personalized experience
- **Professional growth** through educational events and opportunities to develop your leadership skills

Learn more at [www.unitedwaydanecounty.org/leadunited](http://www.unitedwaydanecounty.org/leadunited) or by contacting us at [leadunited@uwdc.org](mailto:leadunited@uwdc.org)





UNITED WAY OF DANE COUNTY

# AMPLIFY YOUR IMPACT

WITH LEAD UNITED

## LEAD UNITED STEP-UP PROGRAM

Donors who give \$1,000 or more each year are members of Lead United. And you can become a member today through our Step-Up program, committing to grow your annual gift to \$1,000 or more over the next three years.

### HOW TO JOIN:

- **Step 1:** Make a gift of \$500 or more and join the Lead United Step-Up Program. Your gift will unlock matching funds to make up the difference and amplify your impact to reach \$1,000.
- **Step 2:** Commit to a gift of \$750 in year two, unlocking matching funds to boost your impact to \$1,000.
- **Step 3:** Commit to a gift of \$1,000 or more in year three, supporting real, measurable change for local families.

## WILL YOU COMMIT TO BEING A PART OF THE CHANGE RIGHT HERE IN DANE COUNTY?

Join the Lead United Step-Up Program on your pledge form or through the ePledge portal.

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## LEAD UNITED VOLUNTEER OPPORTUNITIES

### GROW YOUR LEADERSHIP SKILLS WITH UNITED WAY OF DANE COUNTY!

United Way is committed to supporting and developing Dane County’s community and business leaders – Lead United is a key element in this work. Develop your communication, time management, relationship-building skills and grow your network by volunteering on the Lead United Council or as a Lead United Ambassador.

#### Lead United Council

Lead United is seeking community leaders who understand our community, support United Way of Dane County and are willing to engage with donors through various activities including one-on-one connections, events and communications. We are seeking individuals who are invested, compassionate and focused on making real, measurable change in our community.

#### Lead United Ambassadors

An extension of Lead United, Lead United Ambassadors support year-round volunteer, corporate and community engagement efforts with Lead United members in their workplaces. Ambassadors, along with their campaign team and leadership, ensure that members are thanked and celebrated for their community investments.

**Learn more and become a volunteer online at [www.unitedwaydanecounty.org/leadunited](http://www.unitedwaydanecounty.org/leadunited).**

