



UNITED WAY OF DANE COUNTY

LEAD UNITED

ACCELERATE CHANGE, TOGETHER.

WHO WE ARE

Lead United is a network of more than 1,500 households across Dane County that are committed to accelerating change, together. As United Way of Dane County's largest donor base, we are philanthropic leaders dedicated to tackling the toughest issues facing our neighbors. By leveraging our collective giving, we're able to amplify our impact many times over.

WHAT WE DO

Through gifts of \$1,000 or more annually we empower United Way to create real change for local families through the Plan for Community Well-Being. And, a few times a year, we gather to learn, engage and connect as a community.

JOIN US!

When you join Lead United, you'll build meaningful connections with like-minded individuals in Dane County – all of whom are inspired by a need for positive change. Donate \$1,000 or more to join and reap the many benefits. Including:

- **Knowing that your gift directly tackles issues at their root causes**, ensuring accountability and collaboration to address Dane County's most pressing issues.
- **Hands-on, meaningful volunteer projects** that compliment your giving and connect you with our community-minded network.
- **Exclusive opportunities** to learn from community leaders and expand your network through bi-annual Leadership Spotlight Series and our private LinkedIn group.
- **Celebrate your impact**, together, with complimentary tickets to our annual recognition event – Small Plates, Big Impact.
- **Gain access to a dedicated staff liaison** to assist you year-round.



Learn more at www.unitedwaydaneconomy.org/leadunited or by contacting us at leadunited@uwdc.org



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The Power of Caring. Working for All.



UNITED WAY OF DANE COUNTY

AMPLIFY YOUR IMPACT

WITH LEAD UNITED

UNITED WAY 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 United Way Step-Up Program. Your gift will unlock matching funds to make up the difference and amplify your reach to \$1,000.
- **Step 2:** Commit to a gift of \$750 or more 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.

BECOME A LEAD UNITED AMBASSADOR

An extension of the Lead United Council, Lead United Ambassadors are dynamic volunteers who serve as influencers within their network and community. These passionate volunteers work closely with Council volunteers to engage members, share updates, encourage participation and create belonging.

Minimum Commitment

- **Engage with Council leadership:** Join our Council meetings twice a year (2 hours)
- **Event engagement:** Attend 2/5 events and invite others to join you to foster connections with prospective and current members (6 hours)
- **Social Media Advocacy:** Share our posts with personal networks to amplify visibility
- **Membership Representation and Growth:** Act as a liaison between the Council, your workplace Lead United members and the broader community. Promote impact, membership benefits and opportunities. Personally invite others to become invested members and support our mission

Maximize Your Impact

- **Secure sponsorships:** Support our activities and get recognition for your workplace
- **Event assistance:** Help us plan engaging volunteer and professional development events
- **Join your workplace giving campaign team:** Recognize your workplace members and thank them for their annual investments

Learn more and become a volunteer online at www.unitedwaydanecounty.org/leadunited.

