

UNITED WAY OF DANE COUNTY LEAD UNITED

Accelerate Change. Together.



WHO WE ARE

Lead United is a network of more than 1,400 households across Dane County that are committed to accelerating change, together. As United Way of Dane County's largest donor base, we are a network of caring philanthropic leaders dedicated to tackling the toughest issues facing our neighbors.

WHAT WE DO

Through leadership gifts of \$1,000+ annually (or \$40 per paycheck), Lead United members invest in making Dane County a place where everyone has what they need to thrive. Through our collective investment, we empower United Way to create long-term change for local families through the Plan for Community Well-Being. And we gather throughout the year to learn, engage and connect as a community.

WHY MEMBERS INVEST

- **Addressing root causes of generational poverty.** Our gifts support a strategy built on collaboration, efficiency and accountability, tackling Dane County's toughest issues at their source, not just the symptoms.
- **100% goes to impact.** Thanks to a generous gift from the Dan & Patti Rashke (TASC) Family Foundation, every dollar of your undesignated, individual gift is invested in impact.
- **Meaningful connections with a powerful network** of caring, high-impact leaders who share your commitment to change. Our Leadership Spotlight Series and private LinkedIn group keep us learning from and connected to each other.
- **We stay informed** with access to a dedicated staff liaison and regular opportunities to learn more about changing community needs and the results of our investments.
- **We stay engaged** through group volunteer projects and complimentary tickets to Small Plates Big Impact, our annual recognition event.

JOIN US!

Donate \$1,000+ annually to join Lead United and put your giving to work where it matters most or Step-Up over time and grow into your leadership gift over three years. Sponsored Match Funds boost your impact in the first two years!

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



www.unitedwaydanecounty.org • 2059 Atwood Avenue, Madison, WI 53704



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UNITED WAY STEP-UP PROGRAM

Your leadership-level impact can start today, even if you're not there yet.

The United Way Step-Up Program lets you grow into a \$1,000+ annual gift over three years, and a sponsored Match Fund boosts your giving to full impact from day one. That means from the moment you enroll, your gift goes to work at the \$1,000 level, even as your own investment grows to meet it.

How it works:

- **Year 1:** Give \$500+, and matching funds double your gift, boosting your impact to \$1,000.
- **Year 2:** Give \$750+, and matching funds boost your impact to \$1,000.
- **Year 3:** Give \$1,000+. You've fully stepped up into leadership giving!

Ready to grow into your impact? Join the United Way Step-Up Program on your pledge form or through the epledge portal.

Special thanks to our Step-Up Match Fund sponsors! Ascendium Education Group • Findorff • M3 Insurance • Madison Gas and Electric • Vogel Bros. Building Co.

GET INVOLVED AND BECOME A LEAD UNITED AMBASSADOR

Ambassadors are trusted connectors, storytellers and champions of the work our members collectively invest in. They play a vital role in creating belonging and community with our members and invite others to stay informed and engaged.

Minimum Commitment:

- **Engage with our leadership Council** twice per year to connect and feel supported in your role.
- **Engage current members** in your workplace (if applicable) and beyond.
- **Help us grow** by engaging those who align with our mission.
- **Share our social media** to help us create more visibility for our work.
- **Represent our network of leaders** by attending our events and inviting others to join you.

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When you give to United Way of Dane County's Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer. Together, we are **The Power of Caring. Working for All.**