



United Way Centennial Major Gifts FAQs for Volunteers

What

United Way of Dane County is celebrating its Centennial in 2022. We're recognizing this milestone initially with outreach to our Tocqueville Society members, inviting them to position United Way and our community to succeed for the next 100 years.

Materials were shared via US Postal mail with Tocqueville members in January 2021. Some members have received a call from a centennial volunteer (**marked on call sheet**). For those who have not received a call we ask that you point to the Tocqueville Legacy Circle insert in their packet to find out how they can participate.

Why

Tocqueville Society gifts represent 20% of the annual campaign. To ensure this ongoing base of support, we invite members to endow their annual gift. The Tocqueville Legacy Circle (TLC) is perpetual recognition for Tocqueville members. In celebration of the Centennial, we're aiming for 100 TLC members. (**see insert in packet**)

Tocqueville donors may also or instead choose to endow key initiatives as outlined in the brochure/case statement.

How Much?

TLC commitments start at \$250,000 (for \$10,000 annual support) or approximately 25 times a donor's annual Tocqueville gift.

Major Gifts for the Centennial can be at whatever level the donor chooses.

How

A Centennial Celebration gift is considered above and beyond an annual campaign commitment. Just like other capital campaigns, our Centennial efforts will enhance and amplify what the community is supporting each year. However, investing in the United Way Foundation with a Tocqueville Legacy Circle Commitment or other endowed gift will provide support for future generations. Other Major Gifts can be discussed based on the donor's intent and interests – United Way staff will follow up to discuss.

**We're thrilled to have a matching gift for individual TLC commitments! Diane Ballweg has pledged an additional \$10,000 for each new endowed gift beyond 50 up to our goal of 100!*

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