Leadership
Giving
Societies
Leadership donors have a deep commitment to helping people and transform their community. Leadership giving accounts for 23% of the annual dollars raised each year by United Way of Northwest Louisiana. The energy, excitement and enthusiasm of these generous individuals inspire others and infuse hope into those who need it most.

Our giving societies offer unique programs and events tailored to each society. You can increase your knowledge of community issues and how we are creating solutions together. Opportunities include building leadership skills through briefings, volunteering, and attending events.

As a member, you can be as involved as you want in the Society that fits you best. Whether you’re involved a little or a lot, thank you for your generous commitment to our community through United Way’s leadership giving.

It is about people helping people at every stage of their lives. While many charities address one cause, United Way focuses on the whole community. Through its generous contributors, United Way of Northwest Louisiana raised over $2 million in 2016, and changed more than 124,000 lives. United Way has the unique ability to target and then invest donations to address the most critical needs in your community. Through collaboration, volunteers and grants, United Way multiplies the impact of your gift and in 2016 invested $10M in the community.
Named in honor of the 19th century French traveler who wrote extensively about the spirit of volunteerism in America, the United Way Tocqueville Society recognizes those who contribute $10,000 or more annually to United Way.

The Alexis de Tocqueville Society aims to:
- Change lives by focusing philanthropic leadership on United Way of Northwest Louisiana’s core focus areas: Education, Financial Stability, Health and Essential Needs
- Emphasize the vital role of personal philanthropy in creating long-lasting change by addressing the underlying causes of societal problems
- Honor the generosity of outstanding donors with special recognition and peer experiences
- Foster philanthropy and community service
- Strengthen local leadership development and major investing efforts
- Promote the Alexis de Tocqueville Society and the United Way brand to stimulate the exchange of philanthropic ideas

MEMBERSHIP BENEFITS
- Join a national network of philanthropic leaders who are engaged locally to create long-lasting, positive community change
- Updates on the impact of your investment
• Quarterly newsletter about Tocqueville Society donors and their impact on United Way work
• Visionary planning meeting invitations to exclusive intimate United Way CEO and Chairman of the Board briefings
• Community conversation meeting invitations to speak with elected officials and community leaders about issues relevant to Northwest Louisiana
• Volunteer opportunities for you and your family
• Recognized as member in Annual Report (if desired)
• Annual Report mailed to your home or business
• Invitation to the exclusive Chairman’s Dinner (Fall)
• Recognition in the quarterly newsletter and United Way of NWLA website (if desired)
• Recognition during the Chairman’s Dinner
• Recognition in national publications
• Exclusive and customizable volunteer opportunities on request

**ANNUAL GIVING LEVELS**

A gift of $10,000 or more allows donors to become members of the Alexis de Tocqueville Society. A French emissary, Tocqueville toured American in 1931. He admired American’s spirit of voluntary giving for the common good of their community. Join one of the elite levels of the Alexis de Tocqueville Society:

- Tocqueville Cypress Society: $10,000 – 24,999
- Tocqueville Red Oak Society: $25,000 – 49,999
- Tocqueville Cottonwood Society: $50,000 – 99,999
- Tocqueville Magnolia Society: $100,000+
- Million Dollar Roundtable: $1,000,000
The United Way of Northwest Louisiana Exemplar Society are those who contribute $5,000 - $9,999 annually.

ex·em·plar
[ɪgˈzemplər, ɪgˈzemplər] NOUN exemplars (plural noun)
a person or thing serving as a typical example or excellent model

The Exemplar Society aims to:
• Change lives by focusing philanthropic leadership on United Way of Northwest Louisiana’s core focus areas
• Emphasize the vital role of personal philanthropy in creating long-lasting change
• Encourage philanthropy and community service
• Strengthen local leadership development and major investing efforts
• Promote the Exemplar Society and the United Way brand to stimulate the exchange of philanthropic ideas

MEMBERSHIP BENEFITS
• Updates on the impact of your investment
• Quarterly newsletter about Exemplar Society donors and their impact on United Way work
• Visionary meeting invitations to exclusive intimate United Way CEO and Chairman of the Board briefings
• Volunteer opportunities for individuals and families
• Recognized as member in Annual Report (if desired)
• Annual Report mailed to your home or business
• Invitation to the exclusive Chairman’s Dinner (fall)
• Special recognition in the quarterly newsletter and United Way NWLA website (if desired)
The United Way of Northwest Louisiana Vanguard Society are those who contribute $1,000 - $4,999 annually.

**vanguard**

[ˈvæŋɡərd] NOUN  **vanguards** (plural noun)
a group of people leading the way in new developments or ideas

The Vanguard Society aims to:

- Transform lives by focusing philanthropic leadership on United Way of Northwest Louisiana’s core focus areas
- Emphasize the vital role of personal philanthropy in creating long-lasting change
- Develop philanthropy and community service
- Reinforce local leadership development and major investing efforts
- Promote the Vanguard Society and the United Way brand to stimulate the exchange of philanthropic ideas

**MEMBERSHIP BENEFITS**

- Updates on the impact of your investment
- Quarterly newsletter about Vanguard Society donors and their impact on United Way work
- Volunteer opportunities for individuals and families
- Annual Report mailed to your home or business
- Invitation to the exclusive event held in the spring
Step up to Tocqueville

United Way of Northwest Louisiana offers a unique option that allows community leaders step up to the $10,000 annual giving minimum by gradually moving that level over four years.

Step up donors are recognized as members of The Tocqueville Society from the very first year and receive full member benefits including invitations to exclusive events and recognition as a $10,000 donor in all listings. Your initial unrestricted contribution and pledge grants you full benefits.

Minimum yearly contributions are outlined below:

- **Year One**  $5,000 Minimum
- **Year Two**  $6,500 Minimum
- **Year Three**  $8,000 Minimum
- **Year Four**  $10,000 Minimum

For more information, about our Leadership Societies, contact Jennifer Martin, Vice President of Resource Development, 318-677-2504 or email jennifer@unitedwaynwla.org.
JOIN US

United Way of Northwest Louisiana Pledge Form

LEADERSHIP SOCIETY MEMBERSHIP

Yes, I want to change lives with my pledge, helping to improve lives in my community!

Donation - I pledge to join the (select one):

□ Tocqueville Society
□ Exemplar Society
□ Vanguard Society

- $10,000
($834/month annually)

- $5,000
($417/month annually)

- $1,000
($84/month annually)

Payment Methods (Please select A OR B and complete the details as necessary):

A. □ PAY BY DEBIT/CREDIT CARD (circle one): Visa  MasterCard  American Express

for $________ in full OR for ______ monthly. Beginning charge date: _____ / ____ / ______

Month  Day  Year

Credit Card Number: ___________ - ___________ - ___________  Exp. Date: __________

OR

B. □ ENCLOSED is my tax-deductible check made payable to United Way of NWLA for $___________.

Contact Information (Please print):

First Name: _____________________________________  Last Name: _______________________________

Home Mailing Address: _______________________________________________________________________

City, State, Zip: ___________________________________________________________________________

Email: ______________________________________________________________________________________

Bus. Phone: ___________________________  Cell: ___________________________

Home Phone: ___________________________

With this gift, I want to support:

□ Change lives in NWLA

□ Health programs  □ Basic essential needs  □ Education programs  □ Financial programs

□ Imagination Library (Children’s book program)  □ Bank On NWLA  □ FamilyWize

□ Webster, Bienville Claiborne Nonprofit Center  □ Sights and Sounds (Eyeglass and hearing aid fund)

Signature: _______________________________  Date: __________________

Please return forms to: United Way of Northwest Louisiana

820 Jordan Street, Ste. 370, Shreveport, LA 71101
Fax: 318-221-2183  Email: jennifer@unitedwaynwla.org

No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your records.

United Way of Northwest Louisiana is a 501(C3) organization. Tax id # 72-053930.
STEP UP TO TOCQUEVILLE SOCIETY

Yes, I want to change lives with my pledge, helping to improve lives in my community!

Donation - I pledge to join the Tocqueville Society:

<table>
<thead>
<tr>
<th>Year One</th>
<th>$5,000 Minimum</th>
<th>$416/month annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Two</td>
<td>$6,500 Minimum</td>
<td>$542/month annually</td>
</tr>
<tr>
<td>Year Three</td>
<td>$8,000 Minimum</td>
<td>$667/month annually</td>
</tr>
<tr>
<td>Year Four</td>
<td>$10,000 Minimum</td>
<td>$834/month annually</td>
</tr>
</tbody>
</table>

Payment Methods (Please select A OR B and complete the details as necessary):

A. ☐ PAY BY DEBIT/CREDIT CARD (circle one): Visa MasterCard American Express
   for $______ in full OR for ______ monthly. Beginning charge date: _____ / ____ / ______
   Month Day Year
   Credit Card Number: ___________ - ___________ - ___________ Exp. Date: ________

OR

B. ☐ ENCLOSED is my tax-deductible check made payable to United Way of NWLA for $__________.

Contact Information (Please print):

First Name: ____________________________  Last Name: ____________________________
Home Mailing Address: __________________________________________________________
City, State, Zip: _________________________________________________________________
Email: ____________________________
Bus. Phone: ____________________________  Cell: ____________________________
Home Phone: ____________________________

With this gift, I want to support:

☐ Change lives in NWLA  ☐ Health programs  ☐ Basic essential needs
☐ Imagination Library (Children’s book program)  ☐ Education programs  ☐ Financial programs
☐ Webster, Bienville Claiborne Nonprofit Center  ☐ Bank On NWLA  ☐ FamilyWize
☐ Sights and Sounds (Eyeglass and hearing aid fund)

Signature: ___________________________________________  Date: ____________________________