



Membership Network Guidelines FAQs

Emerging Leaders United • Women United
Emerging Tocqueville Society • Tocqueville Society



United For
Our Futures



United Way
of Central Maryland

UWCM.ORG

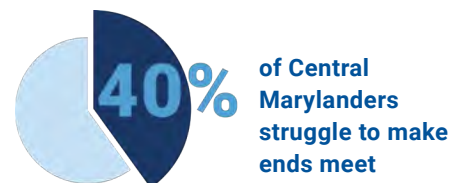
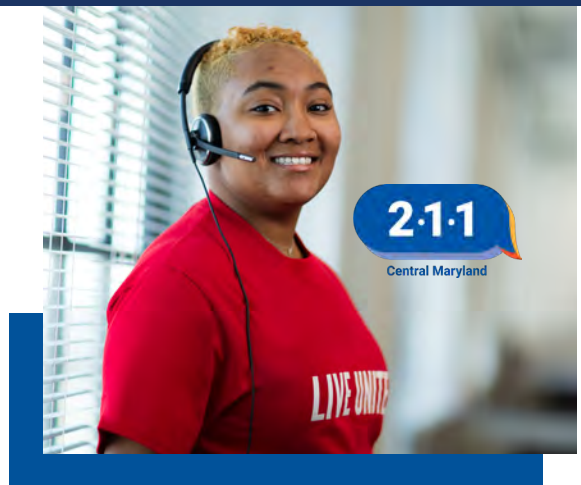
Why are Membership Network requirements changing?

United Way's track record of providing direct services and resources in the community, paired with a bold strategic plan to reduce the number of ALICE (Asset Limited, Income Constrained, Employed) households in our region, is the motivation to change how we recruit and recognize members. As we head into our next 100 years, we actively seek partners deeply dedicated to advancing our mission through their philanthropy. The time is right to align our recognition guidelines with current needs and prepare for the organization's future.



Why should individuals give (or give more) directly to the United Way of Central Maryland?

- **Direct services:** United Way provides direct services in our communities that require support and funding to help those struggling to make ends meet. Services include access to basic needs such as housing, education, economic advancement, and health.
- **Data-driven approach:** We use data to meet ongoing and emerging needs and avoid duplicative services. Examples include leveraging 211 Helpline call reports to identify needs by location and using the ALICE Report to help drive programmatic and public policy changes.
- **The need:** 40% of Central Marylanders struggle to make ends meet. These people often work multiple jobs to provide for their families. People rely on United Way to provide access and opportunity to improve their lives and neighborhoods.
- **We build bridges and nurture partnerships:** We are the only organization with the knowledge and network to effectively mobilize those in the nonprofit, public, and private sectors.



What does it mean to be a member of a Membership Network?

Individuals who meet guideline requirements become network members and join a group of people from diverse fields with varied experiences who are inspired to make positive change. Members feel a deep commitment to improving our communities and take action by donating, volunteering, and interacting with other members.

Members receive exclusive invitations to join us at volunteer, networking, and social events to deepen their experience.



Volunteering:
Active members say their favorite memory is often volunteering with other members and feeling the difference they made.



Connecting to purpose:
Many members come to understand their why for community involvement, and it deepens over time.



Community-building:
Members become part of a caring community. While it starts with an individual decision to give, joining a network means making a more significant collective impact.



Leadership:
Many members grow their leadership skills by organizing project and by serving on councils, regional boards and committees.

Which donations count toward membership recognition?

When an individual logs onto the giving platform, completes a donation form or communicates with a United Way employee to donate, the donation must include a minimum donation to one of the following:



Give directly to United Way of Central Maryland, and your gift will support the programs where it's most needed.



United Way programs include:

- EDUCATION
- HEALTH
- ECONOMIC ADVANCEMENT
- HOUSING

Donations to our impact areas support existing programs and emerging approaches to meeting basic but essential needs.



Regional Jurisdiction Funds for:

- ANNE ARUNDEL COUNTY
- BALTIMORE CITY
- BALTIMORE COUNTY
- CARROLL COUNTY
- HARFORD COUNTY
- HOWARD COUNTY

Each jurisdiction offers neighborhood grants and other opportunities to fund local needs.





Frequently Asked Questions



Can individuals give to United Way of Central Maryland in addition to other nonprofits and qualify for membership in a network?

Individuals who give to more than one organization can qualify for membership when they meet the minimum giving requirement to United Way or the programs on the previous page. For example, donors who give \$5,000 to United Way of Central Maryland and \$5,000 to another nonprofit organization(s) qualify for membership in the Tocqueville Society.

What if an individual wants to give their entire gift to another nonprofit? Will you still accept it?

Yes! United Way of Central Maryland accepts donations to other 501c3 nonprofit organizations. A 5% designation fee will apply. An entire gift to another nonprofit does not qualify a donor for membership.

What happens after an individual makes a qualifying donation to become a member?

Individuals who meet the new guidelines will receive invitations to events to meet other members and learn more about the impact their gift is making.

Does a workplace match count towards the minimum for membership?

Individuals can use their workplace match to meet the new membership guidelines under specific circumstances: The workplace match must be linked to the individual record, AND the match must be directed to United Way of Central Maryland.

For example, if you donate \$5,000 to a different nonprofit organization, and your company gives \$5,000 to United Way of Central Maryland on your behalf, you qualify for membership in the Tocqueville Society.

If you donate \$5,000 to a different nonprofit organization, and your organization match is also directed to that organization, you do not qualify for membership in the Tocqueville Society.

I thought these requirements were already in place. Is this new?

These new membership network guidelines went into effect July 1, 2024. The good news is that many current members already meet the guideline requirements! For many donors, giving directly to United Way of Central Maryland aligns with their philanthropic goals to support their neighbors struggling to make ends meet. For others, this is an opportunity to learn more about the programs, services, and resources we provide in the community and fuel our critical work.

How can someone learn more about joining a membership network?

Please connect them with your company's United Way relationship manager or a Membership Network manager.

- **Emerging Leaders United:** David Reynolds at david.reynolds@uwcm.org
- **Women United:** Joanna Woodson at joanna.woodson@uwcm.org
- **Tocqueville Society:** Maureen Harris at maureen.harris@uwcm.org
- **Emerging Tocqueville Society:** Amber Drenner at amber.drenner@uwcm.org



For Your Reference: Term Definitions

Membership Groups are now Membership Networks

When members gather, they often form a deep connection to each other and the work of United Way. The term “network” better reflects the experience members have. This change speaks to the power and possibility of joining a network versus being in a group. Membership Network replaces “affinity group” and “membership group.”

Giving Directly to the United Way of Central Maryland, not Resources Under Management (RUM)

The acronym RUM has long been used internally to describe donations made directly to United Way of Central Maryland, as opposed to donations managed by UWCM but directed to other nonprofit organizations. “RUM” often requires additional explanation. Avoid using RUM. Use “Giving directly to the United Way of Central Maryland” or a variation..

An illustration of a man in a blue shirt and pants carrying a child on his shoulders, and a woman in a red dress holding a child. They are standing in front of a dark blue background with white geometric shapes. To the right of the illustration is the text 'United Way of Central Maryland Elevator Pitch' and a paragraph of text.

United Way of Central Maryland Elevator Pitch

United Way of Central Maryland promotes equity, creates opportunity, and improves lives. We bring together partners to provide innovative services that benefit our neighbors and neighborhoods and connect people with causes they care about. Working together, we strengthen lives and communities by increasing access to basic needs such as housing, economic advancement, health, and education.