



# Membership Network Guidelines

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



**United Way of Central Maryland** promotes equity and increases access to life’s basic needs. We help create meaningful and lasting change by removing barriers to housing and education, combating health inequality, supporting stable employment, and more.

With the support of our donor investors, we have become a vital and robust community service provider across Central Maryland and a trusted partner for philanthropists of all levels. Our work is now recognized locally and nationally because we have a proven track record of making measurable, sustainable impact that strengthens neighborhoods and improves lives.



Our Membership Network donors are essential partners in advancing United Way of Central Maryland’s mission as we move into our second century of service.

Direct investment in United Way of Central Maryland makes all this possible.

*Our mission is to improve lives by empowering leaders and mobilizing the caring power of communities.*

**United Way of Central Maryland**

1800 Washington Boulevard, Suite 340, Baltimore, MD 21230 | 410-547-8000 | [UWCM.ORG](http://UWCM.ORG)

# Membership is an investment

Donors who make an annual minimum direct investment in United Way of Central Maryland's work and programs are recognized as members of our Membership Networks.

## United Way of Central Maryland's Membership Network Guidelines:

Beginning July1, 2023		Beginning July1, 2024
<b>Emerging Leaders United</b>	<b>Women United</b>	<b>Tocqueville Society</b>
Includes Membership in Women United-Tocqueville and Emerging Tocqueville Society		
Annual Minimum Investment in United Way of Central Maryland	Annual Minimum Investment in United Way of Central Maryland	Annual Minimum Investment to United Way of Central Maryland
<b>\$260</b>	<b>\$500</b>	<b>\$5,000</b>
Annual Total Donation Range	Annual Total Donation Range	Annual Total Donation Range
<b>\$260+</b>	<b>\$1,000-\$9,999</b>	<b>\$10,000+</b>

*\*While in a Step-Up Program, to be recognized in a Membership Network, at least 50% of an annual contribution is required to be directed to United Way's work.*

While donations to other nonprofits are still accepted through United Way, recognition in Membership Networks will be offered exclusively to those who make a minimum investment directly to United Way's work – including unrestricted, specific program, and jurisdiction designations.

Donors who meet the new guidelines will receive invitations to:

- Learn about our communities' challenges and the creative solutions that change lives and neighborhoods from community leaders and United Way team members.
- See the impact of their investment in action through in-person and virtual program tours.
- Help to advance our mission through hands-on volunteer activities, including select activities for families.
- Connect at networking and social events with like-minded business and community leaders passionate about driving social impact.
- Share your expertise and philanthropic passion through United Way leadership opportunities on committees, councils, and ad hoc working groups.
- Hear from thought-provoking leaders on our region's most pressing issues.

Direct investment in United Way is powerful evidence of partnership and commitment and makes our direct service work possible.