United Way – Leadership Giving. (V2 – potential Tocqueville Society members)

Send Time: Midway through campaign  
Sender: CEO  
Subject: The Pinnacle of Leadership

There have been few bright spots in our community in 2020, but there is one amazingly positive outcome I’d like you to consider. During the health and economic devastation that we all faced earlier this year, community and corporate leaders have emerged to rise to the challenge.

I would like you to consider joining their ranks as a member of United Way’s Tocqueville Society. These are men and women usually at the highest ranks of corporations and philanthropy who commit a minimum of $10,000 annually to United Way of Southwestern Pennsylvania. They provide the strategic guidance and resources for United Way to create sustainable solutions for long-term community issues.

Members of Tocqueville Society also enjoy an elite level of networking and access to social events throughout the year. It would be an incredible honor for (**COMPANY NAME**) to have you as a member during the 2020-21 United Way Campaign.

Leadership matters, and never more than it does now. Thank you for continued support and consideration for taking the next step in your leadership journey for our community. You are truly a ChangeMaker in the lives thousands.

ChangeMakers Unite!