



LEADERSHIP CIRCLE STARTS HERE

The **Leadership Circle Step-Up Program** makes it easier to become part of our community of leadership donors. You'll gradually increase your annual gift over three years while enjoying full Leadership Circle recognition and benefits from day one.

Your investment helps create lasting change across Greater Philadelphia and Southern New Jersey by supporting pathways to economic mobility, including homeownership, education, entrepreneurship, and other opportunities that help individuals and families build brighter futures.

HOW IT WORKS

Year 1	Give \$750
Year 2	Increase your annual gift to \$850
Year 3	Reach full Leadership Circle membership with a gift of \$1,000 or more

LEADERSHIP CIRCLE BENEFITS INCLUDE



Leadership Circle recognition beginning in Year 1



Invitations to exclusive donor events and engagement opportunities



Special updates on the impact of your investment throughout the year



Opportunities to connect with other community leaders making a difference





**WHEN YOU STEP UP,
YOU HELP MORE PEOPLE
BUILD BRIGHTER FUTURES.**

WORKPLACE CAMPAIGN DONORS WELCOME

Already giving through your company's campaign? You can **step up through payroll deduction or recurring gifts**, making it easy to grow into Leadership Circle giving over time.

Together, we can move from generosity to lasting impact.

MEMBERSHIP NETWORK GUIDELINES

- ✓ The Leadership Circle begins at an annual investment of **\$1,000 or more.**
- ✓ Step-Up participants commit to a three-year pledge and contribute **at least 50%** of their final-year amount each year.
- ✓ Gifts can be directed to United Way of Greater Philadelphia and Southern New Jersey's core work, initiatives, or regional impact funds.
- ✓ While progressing through the Step-Up Program, donors enjoy **Leadership Circle benefits and recognition from the start.**



Interested in learning more or enrolling?
Contact Brittany McCarthy at
[**bmccarthy@unitedforimpact.org**](mailto:bmccarthy@unitedforimpact.org)