

# CAMPAIGN GIVING GUIDELINES

## HOW MUCH SHOULD I GIVE

United Ways around the country have developed a suggested guide for generous pledging. The “Time to Care” guidelines ask donors to consider pledging the equivalent of 60 or 100 minutes of pay per month.

*Sixty minutes is calculated as .6% of gross monthly earnings, and 100 minutes is 1.0%*

ANNUAL SALARY	60 MIN./MONTH	DONATION/YR.	100 MIN./MONTH	DONATION/YR.
\$10,000	\$5	\$60	\$8	\$100
\$20,000	\$10	\$120	\$17	\$200
\$30,000	\$15	\$180	\$25	\$300
\$40,000	\$20	\$240	\$33	\$400
\$50,000	\$25	\$300	\$42	\$500
\$60,000	\$30	\$360	\$50	\$600
\$70,000	\$35	\$420	\$58	\$700
\$80,000	\$40	\$480	\$67	\$800
\$90,000	\$45	\$540	\$75	\$900
\$100,000	\$50	\$600	\$83	\$1,000

## CHALLENGE GRANTS

The Herbert H. and Grace A. Dow Foundation has generously renewed its challenge grant for 2008. There are four ways that donors can maximize this match for United Way of Midland County.

- First-time Leadership Circle donors (individuals or couples) who donate at least \$1,000 qualify for a \$500 match.
- Current Leadership contributors who increase their gift by \$500 or more will also qualify for a \$500 match.
- Tocqueville Society members who increase their gift by \$5,000 or more will qualify for a matching grant of \$5,000.

*The **NEW** Young Leaders Program recognizes generous donors under age 40 who support community change by donating \$500 or more.*

## LEADERSHIP CIRCLE

Leadership Circle recognizes our generous donors who contribute \$1,000 or more annually to the United Way of Midland County.

**BRONZE CIRCLE: \$1,000 - \$2,499**

**SILVER CIRCLE: \$2,500 - \$4,999**

**GOLD CIRCLE: \$5,000 - \$9,999**

**TOCQUEVILLE: \$10,000 and above**

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED**

