



# LEADERSHIP CIRCLE STEP-UP PROGRAM

## Grow Your Impact. Join a Community of Changemakers.

United Way's **Leadership Circle** recognizes passionate donors who are committed to building stronger communities through their generosity, service, and advocacy.

With a step-up pledge, you can receive full recognition as a Leadership Circle member now while increasing your giving gradually over time.

## STEP UP FOR MORE IMPACT

Joining through the **Leadership Circle Step-Up Program** means you begin your journey with a pledge to grow your annual support to \$1,000 or more over three years. Your investment directly supports programs that create opportunity, stability, and equity across our region.

Step-Up Pathway	Year 1	Year 2	Year 3
Leadership Circle Entry	\$750	\$850	\$1,000

Donors who participate receive full Leadership Circle recognition in Year 1 are invited to exclusive events and engagement opportunities.

## WHY STEP UP?

Because your generosity can go even further starting now.



**Join a powerful network** of purpose-driven leaders who are shaping lasting change across our region.



**Get recognized** today for the impact you're committed to building over time.



**Grow your giving at your own pace** with a clear path to Leadership Circle membership and all its benefits.



**Be part of something bigger.** Your support fuels life-changing programs in education, housing, financial stability, and health right here in your community.



WHEN YOU STEP UP,  
YOU'RE NOT JUST DONATING  
YOU'RE MAKING A  
STATEMENT ABOUT THE  
**FUTURE YOU WANT TO BUILD.**

## 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  
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