

Purpose: Provide independent contractors, realtors, attorneys, direct sales professionals and small business owners the opportunity to pledge funds without having to run a traditional campaign.

Commitment: Individual pledge card would be completed with monthly or quarterly payments to UWGMC.

Recognition Levels:

- **Level One – IPledge up to \$999 annually**
 - ✓ Photo opportunity with #IPledge signage and United Way Executive Director
 - ✓ One recognition post across all United Way social media platforms
 - ✓ #IPledge photo and name/business included in one United Way e-newsletter
 - ✓ Featured person/business of the United Way #WhyIGiveWednesday e-marketing campaign

- **Level Two – IPledge \$1000-2500 annually (Pillars Club Leadership Giver Member)**
 - ✓ Photo opportunity with #IPledge signage and UW Executive Director
 - ✓ Quarterly recognition across all United Way social media platforms
 - ✓ Name & photo included in United Way monthly e-newsletter
 - ✓ One #IPledge Frame or 5 name riders provided for individual/company self-promotion
 - ✓ Featured person/business of the United Way #WhyIGiveWednesday e-marketing campaign
 - ✓ Pillars Club Leadership Giver Membership with newly revamped benefits, including:
 - Invitation to our NEW Community Leadership Breakfast
 - Complimentary tickets to our Annual Campaign Kickoff

- **Level Three – IPledge \$2500+ annually (Pillars Club Leadership Giver Member)**
 - ✓ Photo opportunity with #IPledge signage and UW Executive Director
 - ✓ Bi-monthly recognition across all United Way social media platforms
 - ✓ Name & photo included in United Way monthly e-newsletter
 - ✓ One #IPledge Frame or 10 name riders provided for individual/company self-promotion
 - ✓ Featured person/business of the United Way #WhyIGiveWednesday e-marketing campaign
 - ✓ Pillars Club Leadership Giver Membership with newly revamped benefits, including:
 - Invitation to our NEW Community Leadership Breakfast
 - Complimentary Tickets to our Annual Campaign Kickoff

Recommendation:

- Utilize your social media platforms, website and newsletters to showcase your partnership with United Way of Greater McHenry County, including photos of you, your company and your customers and how you are utilizing this opportunity
- Tag United Way of Greater McHenry County in social media posts (LinkedIn, Facebook & Instagram) to showcase how your customer(s) can help you or did help you #GiveWhereYouLive
- Frequently post the provided #IPledge photo to enhance your social presence, brand awareness and impact of #GivingBacktoMcHenryCounty
- Raise awareness of your interest in social responsibility by engaging your audience and sharing United Way of Greater McHenry County posts

United Way of Greater McHenry County Social Media:

Tag us on Facebook - @uwmchenry

Instagram Handle – unitedwaymchenrycounty

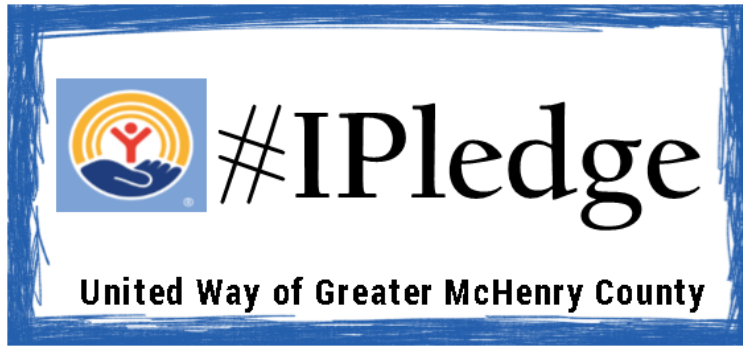
LinkedIn – United Way of Greater McHenry County

Sample Posts for Social Media:

Thank you to my clients and new homeowners John & Susie Smith for helping me to #GiveBackToMcHenryCounty with the purchase of their forever home today! A portion of their sale goes to our local @uwmchenry to support our community, helping 1 in 4 people so that we can reinvest in #McHenryCounty! #IPledge #GiveWhereYouLive #CommunityFirst

Building and reinvesting in our community is important to me! That's why #IPledge a portion of my sales each month to our @uwmchenry. I believe in #McHenryCounty and supporting our local friends, neighbors and organizations to keep us #CommunityStrong. #GiveWhereYouLive #GivingBackToMcHenryCounty

Interested in helping me/company #GiveBackToMcHenryCounty? It's easier than ever to #GiveWhereYouLive when you host a party/make a purchase/etc. with me this year! With your help, I am proud to support my community and gift \$10 of every sale/10% of every purchase my clients make to @uwmchenry, which helps fund 30 local nonprofit agencies! #IPledge #GiveWhereYouLive #LetsMakeItHappen



United Way IPledge Commitment Form

Please complete your anticipated IPledge donation:

IPledge \$ _____ per _____

IPledge a one time contribution of \$ _____

IPledge _____ % of my monthly sales

Please select your *anticipated* IPledge level:

Level 1 (up to \$999) Level 2 (up to \$2500) Level 3 (\$2500+)

Business Name: _____

Business Address: _____

City, State, Zip: _____

Contact Name: _____

Phone Number: _____

Email: _____

My business is on social media and you can tag me at:







Please send me a reminder statement:

_____ Each month - I'd like to make monthly payments

_____ Every quarter - I'd like to make quarterly payments

Completed forms can be emailed, faxed or mailed to:

Heather Arnold - harnold@uwmchenry.org
4508 Prime Parkway, McHenry, IL 60050
phone: (815) 363-1377 fax: (815) 363-1878



United Way
of Greater McHenry County