ALEXIS DE TOCQUEVILLE SOCIETY

United Way
United Way of Greater Houston

Alexis de Tocqueville Society - Challenge Match Program

United Way of Greater Houston is pleased to announce the Alexis de Tocqueville Society Million Dollar Challenge Match for the 2010-11 campaign. A group of committed leaders have come together to establish a matching fund to encourage new and increased giving. Their generosity leverages your contribution, and makes a greater impact on our community.

How the Society Match Works

For Existing Members

- For existing members increasing their gift by 10%, you will generate a dollar for dollar match on the increased amount for the United Way. *
- For increases of $5,000 or more will generate a 2:1 matching gift. *

2009-10 Gift	2010-11 Gift+	Match Contribution to United Way	Total Impact for United Way	Society Giving Level recognized at for one year	
$10,000	$11,000	$1,000	**$12,000**	**Member**	($10,000 - $14,999)
$10,000	$12,500	$2,500	**$15,000**	**Pillar**	($15,000 - $24,999)
$10,000	$15,000	$10,000	**$25,000****	**Sponsor**	($25,000-$49,999)
$15,000	$20,000	$10,000	**$30,000****	**Sponsor**	($25,000-$49,999)
$25,000	$27,500	$2,500	**$30,000****	**Sponsor**	($25,000-$49,999
$25,000	$33,400	$16,800	**$50,200****	**Patron**	($50,000 - $74,999)

For New Members

- For a new Society member at $10,000, your gift will generate $5,000 for the United Way from the match.
- As a new member contributing more than $10,000, your gift will generate $5,000 plus a dollar for dollar match for any amount exceeding $10,000.*
- For new Major Donors (gifts of $25,000 and above) who are also new Society members, your gift will generate a dollar for dollar match of your total gift for the United Way.*

2010-11 Gift+	Match Contribution to United Way	Total Impact for United Way	Society Giving Level recognized at for one year	
$10,000	$5,000	**$15,000**	**Member**	($10,000 - $14,999)
$12,500	$7,500	**$20,000**	**Pillar**	($15,000 - $24,999)
$25,000	$25,000	**$50,000****	**Patron**	($50,000 - $74,999)

+ **To be paid by December 31, 2011**

* *Members can use their gift plus match to determine Society Recognition Level for all levels except Benefactor ($100K plus).*