



## 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 2011-12 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. \*
- ◆ Increases of \$5,000 or more will generate a 2:1 matching gift. \*

2010-11 Gift	2011-12 Gift <sup>+</sup>	Match Contribution to United Way	Total Impact for United Way	Society Giving Level recognized at for one year
\$10,000	\$11,000	\$1,000	<b>\$12,000</b>	<b>Member</b> (\$10,000 - \$14,999)
\$10,000	\$12,500	\$2,500	<b>\$15,000</b>	<b>Pillar</b> (\$15,000 - \$24,999)
\$10,000	\$15,000	\$10,000	<b>\$25,000</b>	<b>Sponsor</b> (\$25,000-\$49,999)
\$15,000	\$20,000	\$10,000	<b>\$30,000</b>	<b>Sponsor</b> (\$25,000-\$49,999)
\$25,000	\$27,500	\$2,500	<b>\$30,000</b>	<b>Sponsor</b> (\$25,000-\$49,999)
\$25,000	\$33,400	\$16,800	<b>\$50,200</b>	<b>Patron</b> (\$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.\*

2011-12 Gift <sup>+</sup>	Match Contribution to United Way	Total Impact for United Way	Society Giving Level recognized at for one year
\$10,000	\$5,000	<b>\$15,000</b>	<b>Member</b> (\$10,000 - \$14,999)
\$12,500	\$7,500	<b>\$20,000</b>	<b>Pillar</b> (\$15,000 - \$24,999)
\$25,000	\$25,000	<b>\$50,000</b>	<b>Patron</b> (\$50,000 - \$74,999)

<sup>+</sup> To be paid by December 31, 2012

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