



What is The Summit League Program?

The Summit League is a group of community minded donors who individually or with their spouse give \$600 or more to United Way of Marathon County annually.

Why Join?

Giving is a personal decision, below are some reasons people chose to give to United Way.

“Our family has been lucky. But I remember how scary it was to live paycheck to paycheck. Now that things are a little better, I’d like to make sure that help is available for other families.”

“I don’t have time to learn about all of the worthy causes. I trust United Way to use my contribution to benefit the community. I know that all United Way programs are held accountable and required to have measurable results.”

Why Build a Summit League Program in Your Company?

Running a strong Summit League campaign is one of the best ways to increase the success of your companies campaign and create lasting change in our community. In Marathon County last year, giving to The Summit League represented **39%** of the total United Way campaign and included over 810 individuals or couples.

Who pays the recognition and costs of the Summit League Program?

All costs associated with Summit League are paid by the sponsoring firms who recognize the importance of this program. Their sponsorship makes it possible to provide a nominal token of thanks for members which includes:

- A local desk top Summit Award is presented to new members; renewing members receive a year plate to add to this award.
- Listing in a membership roster by giving level. (In 2010 this was done electronically to save money and be green no paper versions were sent)
- A special thank you reception for members only is held in November. Invitations are sent to members from the previous year, and new members received before Nov. 1.

What are the various giving levels?

Our leadership giving program was named The Summit League for two reasons. First, many of our members have reached personal summits in their lives and are now able to help others rise to summits of self-sufficiency, and secondly, because of our geographical summit, Rib Mountain. The names of our giving levels related to levels as you ascend a mountain.

Base Camp	\$600 - \$749	Camp 4	\$1600 - \$2599
Camp 2	\$750 - \$999	Camp 5	\$2600 - \$3999
Camp 3	\$1000 - \$1599	Final Ascent	\$4000 - \$9999

Those who annually contribute more than \$10,000 are members of the Tocqueville Society.

See back side to implement a Summit League focus in your company because --

- It can be the fastest way to grow your company’s campaign.
- In these economic times, the needs are growing.
- United Way holds organizations accountable to focus on results.
- United Way brings groups together to find solutions to the most critical issues.

United Way WILL NOT be mailing pledge cards separately to Summit League members. We ask that you provide your leadership donors with a pledge card and a letter from your CEO. Call the office for sample wording.

How to start or improve a Summit League Program in your company?

- **Secure CEO support** to implement a targeted effort focused on increasing leadership giving among employees. This may require a special meeting or lunch / breakfast. Have the CEO explain the need for leaders in our community and the value of United Way.
- **Recruit a Leadership Giving Chair** to coordinate and focus on your leadership giving effort. This chairperson should be a Summit League member or committed to join.
- **Identify potential members** from your supervisory and management teams. Be sure they know their gift can be combined with their spouse's gift, for a total of \$600 or more.
- **Find Champions for a Personal Approach.** Peer to Peer advocating can be successful with a personal approach.
 - Call our office for a listing of your leadership givers.
 - Contact them to thank them for their past participation and ask them to provide a statement or two about why they give at the Summit League level.
 - Share those statements when communicating and asking your staff to join. Knowing why your peers support United Way at this level can influence prospective members to increase their giving to the leadership level.
 - Follow-up with an e-mail from the CEO encouraging their support.
 - Consider offering a company matching gift or recognition gift to those who join.
- **Promote Combined Giving.** Be sure they know they can combine their gift with their spouse's gift to reach leadership levels.
- **Educate.** Tools available on our website include 20 Days of E-mails, speakers, tours, newsletters, Road Map for Change, and Annual Report.
- **Thank your donors.** Have CEO or Leadership Giving chair send a personal thank you note. Make sure to provide leadership giving detail to United Way (before Nov 1) so we can thank them, and provide them with recognition items and a special invitation to our fall event.

THANKS to our 2010 Summit League Sponsors

- Acacia Philanthropy Foundation
- Apogee Wausau Group - Linetec and Wausau Window and Wall Systems
- Aspirus, Inc.
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- Greenheck Fan Corp.
- M & I Bank - Wausau
- Marathon Cheese Corporation
- Marathon Savings Bank
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- Ministry Health Care
- Radiology Associates of Wausau SC
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- River Valley Bank
- Roto-Graphic Printing Inc.
- Ruder Ware, L.L.S.C.
- Siemens Water Technologies
- UMR
- Wausau Paper
- Wipfli LLP