

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.



United Way of Greater
Richmond & Petersburg

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ALEXIS DE TOCQUEVILLE SOCIETY
United Way of Greater Richmond & Petersburg

TOCQUEVILLE SOCIETY

French aristocrat Alexis Charles-Henri Clerel de Tocqueville was 26 years old when he came to America in 1831. He was a keen observer of American Society, and he recognized, applauded, and immortalized the voluntary spirit that lives in America's heart. His observations formed the basis for *Democracy in America*, his book describing this new country and its people.

In this spirit, United Way of America (now United Way Worldwide) established the Tocqueville Society in 1984; two years later, 22 innovative community leaders brought the Society to Richmond. Today, members of this prestigious group lead Greater Richmond & Petersburg's philanthropic giving.

United Way's Tocqueville Society was created to pay tribute to the goodwill and community leadership that inspired de Tocqueville's writings more than 175 years ago. The Tocqueville Society is comprised of local, national, and global leaders who exemplify that spirit through their high level of personal giving to United Way.

The individuals and families of our local Society make a difference in their community through influential leadership, outstanding volunteerism, and selfless giving. Membership in this special group allows individuals who are passionate about improving lives and strengthening communities to lead by cultivating new relationships, encouraging philanthropy among others.

As a member of the Tocqueville Society, you join an extraordinary group committed to improving the future of our community through philanthropy. Your generous financial gift, when joined with the gifts of other remarkable leaders, will make a bigger difference in our community than anyone can achieve alone.

United Way of Greater Richmond & Petersburg recognizes our local Society members' exemplary level of commitment with deep gratitude and sincere appreciation.

TOCQUEVILLE SOCIETY MEMBERSHIP LEVELS

La Table Ronde des Millions de Dollars	\$1,000,000+
La Société Nationale	\$100,000–999,999
Ordre d'Fraternité	\$75,000–99,999
Ordre d'Égalité	\$50,000–74,999
Ordre de Liberté	\$25,000–49,999
Membres de la Société	\$10,000–24,999

BENEFITS OF MEMBERSHIP

- Regular communication to Society members with regard to how funds directed to United Way's Community Impact Agenda are being used to strengthen the community
- Recognition on United Way of Greater Richmond & Petersburg's website and in select print publications
- Invitations to all Society events, including the annual recognition event where the Alexis de Tocqueville Society Award is presented
- Special invitations to participate in exclusive United Way events
- Networking opportunities with other corporate and community leaders
- Opportunities to join other United Way leadership groups in community engagement
- A place of honor among those who improve our community through leadership giving
- Ability to inspire the generosity of others by setting an example
- A dedicated staff member available to answer questions and provide donation consultation, processing, troubleshooting, and general support
- Invitation to join other Local and National Society and Million Dollar Roundtable members at the annual Tocqueville Leaders Weekend
- Opportunity for spouses giving individually through their separate workplace campaigns to combine their gifts for membership in the Society by simply noting their wish in their pledge

STEP-UP PROGRAM OF THE TOCQUEVILLE SOCIETY

New Members Only

Step-Up Program members make a commitment to increase their giving to United Way over a three-year period.

This commitment enables you to enjoy Tocqueville Society membership and its benefits for three years while starting at a reduced giving level.

First-year Gift
\$5,000 – 7,499

Second-year Gift
\$7,500 – 9,999

Third-year Gift
\$10,000 +

For more information about the Tocqueville Society, please contact United Way: (804) 771-5826 or yourunitedway.org