

# **Palmetto Society**

## **New Member Step-Up Challenge**

*made possible by Michelin North America*

Thanks to Michelin North America, United Way has the opportunity to offer a challenge and incentive to step up as a NEW Palmetto Society member. So, if you have been considering becoming a Palmetto Society donor (contributing \$1,000 or more) this is an excellent time to take that step.

### **TWO CHALLENGE OPTIONS**

#### **Option A – New Member Step-up**

Year 1 – 2011/2012 – Pledge \$750  
Year 2 – 2012/2013 – Pledge \$1,000

You will be recognized in Year 1 as a Palmetto Society donor by committing to step up to \$1,000 in Year 2.

#### **Option B – New Member Leader’s Circle Step-up**

Year 1 – 2011/2012 – Pledge \$1,000  
Year 2 – 2012/2013 – Pledge \$1,500

You will be recognized in Year 1 at the Leader’s Circle Level by committing to step up to \$1,500 in Year 2.

### **BOTH YOU AND OUR COMMUNITY BENEFIT**

By taking one of the challenge options, you have the opportunity to leverage your gift in Year 1 in preparation for the next step in Year 2. Palmetto Society donors number more than 3,700 contributing more than \$6.7 million - 58% of the total dollars raised by United Way from individuals.

Those stats are impressive, but nothing is more impressive than the lives you impact now and in the future. Through your generous gift to United Way, you are making a positive difference in lives each day.

**Thank you for your increased support!**

Your generosity is appreciated.



United Way  
of Greenville County