



Purpose: Provide entrepreneurs, independent contractors, realtors, attorneys, direct sales professionals and innovative business owners the opportunity to pledge funds in a non-traditional way.

Commitment: Individual pledge card would be completed with monthly or quarterly payments to United Way of Madison County.

IPledge Recognition:

All IPledge donors receive:

- Photo opportunity with #IPledge signage and United Way staff member
- Recognition post across all United Way social media platforms
- #IPledge photo and name/business included in United Way e-newsletter
- #IPledge sign for individual/company self-promotion
- Recognized in annual report

Additional recognitions based on pledge level:

IPledge up to \$499

- One recognition post across all United Way social media platforms

IPledge \$500 - \$999

- Two recognition post across all United Way social media platforms

IPledge \$1000-2500

- Quarterly recognition posts across all United Way social media platforms

IPledge \$2500+

- Bi-monthly recognition across all United Way social media platforms

Recommendations:

- Utilize your social media platforms, website and newsletters to showcase your partnership with United Way of Madison County, including photos of you, your company and your customers and how you are utilizing this opportunity
- Tag United Way of Madison County in social media posts (LinkedIn, Facebook & Instagram) to showcase how your customer(s) can help you or did help you #GiveWhereYouLive
- Frequently post the provided #IPledge photo to enhance your social presence, brand awareness and impact of #GiveWhereYouLive and #CommunityFirst
- Raise awareness of your interest in social responsibility by engaging your audience and sharing United Way of Madison County posts

United Way of Madison County Social Media:

Tag us on Facebook - @unitedwaymadisoncounty

Instagram Handle – unitedwaymadison

Twitter - UnitedWayMadCo

LinkedIn – United Way of Madison County (Indiana)

Sample Posts for Social Media:

Thank you to my clients and new homeowners John & Susie Smith for helping me to #GiveBackToMadisonCounty with the purchase of their forever home today! A portion of their sale goes to our local @unitedwaymadisoncounty to support our community and everyone that calls it home #IPledge #GiveWhereYouLive #CommunityFirst

Building and reinvesting in our community is important to me! That’s why #IPledge a portion of my sales each month to our @unitedwaymadisoncounty. I believe in #MadisonCounty and supporting our local friends, neighbors and organizations to keep us #CommunityStrong. #GiveWhereYouLive #GivingBackToMadisonCounty

Interested in helping me/company #GiveBackToMadisonCounty? It’s easier than ever to #GiveWhereYouLive when you host a party/make a purchase/etc. with me this year! With your help, I am proud to support my community and gift \$10 of every sale/10% of every purchase my clients make to @unitedwaymadison, which helps fund vital programs like the THRIVE Network, Emergency Assistance, Covering Kids and Families, and disaster assistance! #IPledge #GiveWhereYouLive #LetsMakeItHappen

Sample Photos for Social Media:





United Way IPLedger Commitment Form

Please complete your anticipated IPLedger donation:

IPLedger \$ _____ per _____

IPLedger a one-time contribution of \$ _____

IPLedger _____ % of my monthly sales

Please select your *anticipated* IPLedger level:

Up to \$499 \$500 - \$999 \$1000 - \$2499 \$2500+

Business Name: _____

Business Address: _____

City, State, Zip: _____

Contact Name: _____

Phone Number: _____

Email: _____

My business is on social media and you can tag me at:









Please send me a reminder statement:

Each month - I'd like to make monthly payments

Every quarter - I'd like to make quarterly payments

Signed by _____ Date _____



Completed forms can be emailed, faxed or mailed to:

Kim Williams – k.williams@unitedwaymadisonco.org

205 W. 11th Street, Anderson IN 46016 | phone 765-608-3064 | fax 765-608-3065