

UNITED IS THE WAY™



Supporting Berkshire United Way is a powerful way to make a lasting impact on our shared community.

By donating to United Way, you directly contribute to local programs that enhance high-quality education, provide vital mental health support, and promote economic stability for families. Your gift ensures that we continue to create lasting change and build a stronger, more resilient community where everyone can thrive.

Join us in making a difference. Your generosity can transform lives and foster a brighter future for everyone in Berkshire County.

Berkshire United Way Greylock Society

The Greylock Society celebrates donors who take the lead in supporting our community through Berkshire United Way.

Donors who contribute \$1,000 or more annually are recognized as members of the Greylock Society and are invited to special engagement opportunities with Berkshire United Way. Leadership giving amounts can be met in combination with a partner's donation and contributed through workplace campaign payroll deduction or personal contribution.

Greylock Society levels:

Peak	\$1,000 - \$1,999
Summit	\$2,000 - \$2,999
Tower	\$3,000 - \$4,999
Beacon	\$5,000 - \$9,999

Alexis de Tocqueville Society

The Alexis de Tocqueville Society is a nationally recognized leadership group of donors who support a Local United Way with an annual gift of \$10,000 or more. Donors giving at this level receive recognition and deeper connections with Berkshire United Way's mission and United Way Worldwide.

Alexis de Tocqueville Society levels:

Membres de la Societe	\$10,000 - \$24,999
Ordre de Liberte	\$25,000 +

Join the Leadership Step-Up Challenge

Through the Leadership Step-Up Challenge, we invite you to increase your impact and receive leadership giving recognition as you do so. The “Step-Up Challenge” encourages donors to increase their giving over a three-year period to achieve a higher leadership level.

How does it work?

You can commit to the challenge starting at any level with the goal to personally give at a Greylock Society or higher level in three years.

Example: Commit to giving at the Peak Greylock Society level

Year 1, give \$500 (\$20 per pay period or only \$10 a week)

Year 2, give \$750 (\$30 per pay period, or only \$15 a week)

Year 3, give \$1,000 (\$40 per bi-weekly pay period, or only \$20 a week)

You will receive recognition and benefits at the Peak Greylock Society level for all three years.

Example: Commit to giving at the Tower Greylock Society level

Year 1, give \$1,000 (\$40 per pay period, or only \$20 a week)

Year 2, give \$2,000 (\$80 per pay period, or only \$40 a week)

Year 3, give \$3,000 (\$120 per pay period, or only \$60 a week)

You will receive recognition and benefits at the Tower Greylock Society level for all three years.

The Leadership Step-Up Challenge is generously supported by a donation from the Donald C. McGraw Foundation. Step up and join your colleagues and other Leadership donors from around Berkshire County to support a great cause!

SIGN UP TODAY



STEP 1

Make your annual campaign pledge to Berkshire United Way.



STEP 2

Visit berkshireunitedway.org/leadership-challenge or scan the QR code and complete a brief form.

