

Live United. Give United.



JOIN ADT SOCIETY

As an Alexis de Tocqueville donor with United Way of Central Carolinas, you lead the fight for the education, health and financial stability of every person in our region. This select group of changemakers belong to the Alexis de Tocqueville (ADT) Society and are recognized for their unsurpassed dedication to achieving lasting results in our community.

ADT Society is comprised of civic and business leaders whose vision for our community is matched only by their generosity. Unrestricted gifts in the amount of \$10,000 and above are recognized in the following ways within United Way of Central Carolinas' ADT Society:

\$25,000+
ADT Major Gift

\$15,000 - \$24,999
ADT Director

\$10,000 - \$14,999
ADT Founder

2019 TOCQUEVILLE SOCIETY STATS



ADT SOCIETY MEMBERS

175



TOTAL GIVEN BY
ADT SOCIETY MEMBERS

\$2.7M



TOTAL COMMUNITY
INVESTMENT

\$17.7M



UNITED WAY OF CENTRAL CAROLINAS

ALEXIS DE TOCQUEVILLE SOCIETY

2020-2021 ADT SOCIETY BENEFITS

- A dedicated relationship manager from United Way's Resource Development team to answer questions and support your giving experience
- Invitations to private events including interactive CEO updates, educational opportunities and family-centered activities
- Quarterly IMPACT newsletter, exclusively for ADT members
- Recognition in United Way communications including giving rosters, IMPACT newsletter and at events
- Opportunity to become an ADT Ambassador

DEEPEN YOUR ENGAGEMENT BY BECOMING AN ADT AMBASSADOR

ADT Ambassadors serve as connectors and volunteer fundraisers through recruiting and engaging new members of ADT Society. ADT Ambassadors are valuable assets to the growth and sustainability of United Way's philanthropic impact. This is a powerful way to learn more about the community we serve and deepen your involvement.

LEAD THE CONVERSATION!



The goal of Talk United is to raise major gifts and increase ADT Society membership to support United Way priorities. Talk United gatherings provide an opportunity for meaningful dialogue and connections around a specific topic related to United Way's mission of increasing economic mobility. The format is a single-thread conversation during which 12-14 guests have a chance to share, learn and discuss a plan of action to strengthen our community. Hosted by ADT Ambassadors and moderated by United Way's senior leaders, topics range from education, health, financial stability and basic needs and whenever possible, facilitated through a racial and social equity lens.

LEARN MORE ABOUT BECOMING AN ADT AMBASSADOR OR HOSTING A TALK UNITED EVENT

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