

GLAD YOU ASKED ABOUT RISING HEART



What is Rising Heart?

Rising Heart is Sioux Empire United Way's new level for Heart Club. More than 6,700 individuals belong to the Heart Club by giving \$500 or more to Sioux Empire United Way.

How do I give at the Rising Heart level?

To qualify for the Rising Heart level, givers make a minimum pledge of \$250 (or \$5/week) with a plan to increase their pledge over five years to \$500 (or \$10/week).

How are Rising Heart level givers recognized?

Givers who commit to Rising Heart will be recognized as Heart Club members by Sioux Empire United Way. Rising Heart level givers will be listed as such in the Heart Club book under their employer and have the opportunity to receive a special Rising Heart plaque. Upon reaching the full \$500 Heart Club pledge within five years, givers will be provided the opportunity to receive a Heart Club plaque.

Is this a multi-year pledge?

By indicating to Sioux Empire United Way that you plan to increase your pledge over five years, you are not making a multi-year commitment. Sioux Empire United Way will ask that you continue to pledge your Rising Heart participation each subsequent year.

How will I know how much to pledge in years two, three, etc?

Sioux Empire United Way will mail Rising Heart givers a letter in the fall with a record of their current pledge and a reminder to consider increasing their pledge to continue their Rising Heart pledge.

Can I combine with my spouse?

Yes! In any increment you wish, you and your spouse can be recognized jointly for a combined gift of more than \$250 or more, with a plan to increase to \$500 over five years. To assure your gift is joined, please share your spouse's name and employer with your company's United Way contact and with the United Way office at 336-2095.

What if I pledge payroll deduction and change employers?

If you change your employer, you can contact your new payroll office to continue your current pledge. By providing Sioux Empire United Way with your home address or updated employer information, you will receive a letter in the fall with a reminder to consider increasing your current pledge to continue your Rising Heart plan.

Do I have to wait the full five years to pledge \$500?

Givers can choose to increase their pledge to \$500 at any point during their Rising Heart plan.

What if I'm already giving more than \$250?

Rising Heart givers can set their own plan to increase their pledge from any point between \$250 to \$499. An example of a different Rising Heart plan could be:

- This year—\$350 (or \$7/week)
- Increase Year 1—\$400 (or \$8/week)
- Increase Year 2—\$450 (or \$9/week)
- Increase Year 3—\$500 (or \$10/week) for full Heart Club membership

Why should I consider joining the Heart Club?

When you become a Sioux Empire United Way Heart Club member, you join more than 6,700 individuals who have also made that commitment. As a Heart Club member you have the option to receive a plaque indicating your commitment. You also have the choice to be listed in our Heart Club booklet which is distributed to more than 700 businesses and all current Heart Club members. In addition, invitations will be sent to you to attend special United Way events such as our annual campaign kickoff.

