

# GENEROSITY GUIDE

Every financial commitment is valued. It takes all gifts to enable UUSD to thrive.

Each of us will have our unique circumstances to consider in making a pledge. This Generosity Guide is a tool to help you translate your pledge into real dollars.



**RED** contributors come from households that have a steady income—a job that pays well, a good pension, or income-producing assets. You are fortunate to have discretionary income. A red pledge may be \$5,000 or more.



**MAGENTA** is similar to red. Magenta means you and perhaps others in your household have a reasonably high income. You may be magenta, rather than red, if you have kids in college, high medical bills, or other obligations that reduce your discretionary spending. A magenta pledge may be \$3,000-\$5,000.



**PURPLE** comes in many shades. Purple may be retired and living on a fixed income. Purple may have income that varies from year to year. Purple may be helping other family members or be a single-income family. A purple pledge may be \$1,000-\$3,000.



**BLUE** does not have a lot of money to spare. Blue may be paying off loans or living on a modest income. Blue pledges are \$300-\$1,000.



**LIGHT BLUE** is in a different situation financially and may need to pledge less than \$300 annually.

# Deep Roots, New Growth UUSD 2024/2025 Pledge Campaign Card

Thank you for your commitment to support the mission of UUSD!

My/Our total **annual** pledge for FY25 (July 2024-June 2025) is \$ \_\_\_\_\_

Name(s) \_\_\_\_\_  
(Multiple names will be considered as a joint pledge)

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature(s) \_\_\_\_\_

Return this form to:

UUSD Attn:Treasurer  
30486 Lewes-Georgetown Hwy, Lewes, DE 19958  
or email to: [pledge@uusd.org](mailto:pledge@uusd.org)