

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.

Writing Our Next Chapter Together UUSD 2025/2026 Pledge Campaign Card

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

My/Our total **annual** pledge for FY26 (July 2025-June 2026) is \$ _____

Name(s) _____

(Multiple names will be considered 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