

The BIG FIVE OH!
MHS CLASS OF '63 PROJECT
WHY MAKE A LEADERSHIP GIFT?

The following are some initial thoughts about why making a leadership gift is an appropriate and attractive thing to do.

What is a leadership gift?

A leadership gift will be made early in the project to help establish its viability. This will assure others that the project will be successful and that it is something in which they should participate. Also, a leadership gift will be of significant magnitude. This further signifies confidence in the project. It is also possible for a leadership gift to be structured to match other gifts that are made. This structure further incentivizes others to participate.

Because you can

Classmates who are financially able to participate at a leadership level have a special opportunity. Not only can they be a part of the project, but they have the chance to play a special role in assuring its success by making the project even more attractive to others.

It's a win-win

If there ever were a true win-win, this may be it for the leadership donor. For each dollar donated to this project, the donor receives a full tax write-off. This can reduce the true out of pocket cost of the donation by as much as 50%. If the donation is structured to provide a match for other gifts, then it has the effect of bringing additional dollars into the project. Each dollar of match can bring in another dollar. This means that for each dollar of matching gift, the donor has an out of pocket cost of 50 cents and the project gets two dollars! With all of the project dollars going to such important needs in the Middletown community, it's a great deal for everyone!