asae research foundation

From Pledge to Lifetime

How the Lifetime Giving Society differs from the Leadership Society it builds on, and what it means for the donors who sustain the advancement of association and nonprofit management.

2014 – AUG 31, 2023 • PHASED OUT

Leadership Society

Recognized individuals and organizations that **pledged $25,000 or more over eight years**. Retired by vote of the Foundation Board.

EFFECTIVE SEPT 1, 2023 • CURRENT

Lifetime Giving Society

Honors a donor's **complete giving history** once completed contributions reach $25,000, with recognition and benefits for life.

Comparison Overview

	LEADERHIP SOCIETY	LIFETIME GIVING SOCIETY
How you qualify	A **pledge** of future giving; recognition and benefits began at signing, before gifts were received	**Money received:** fulfilled, cumulative gifts counted from your very first contribution, not outstanding pledges
Getting started	Sign a $25,000 pledge agreement	**No new pledge needed.** Any gift starts the journey; staff track progress and notify you as you near the threshold
What counts	Pledge payments to the Annual Fund or Leadership Society only	Gifts to **any fund**: research, grants, scholarships and programs
Entry point	$25,000+ pledged	$25,000+ for individuals $50,000+ for organizations
Time frame	Fulfilled over **eight years**	Your own pace, no deadline. Once reached, status is **for life**, with no re-applying
Tiers & benefits	Four tiers, Emerald to Diamond, but the **same benefits at every tier**	Four tiers, Emerald to Diamond, with **benefits that grow** at each level
Donor types	Individuals and organizations in one circle	Separate individual and organizational tracks; giving is not combined across the two
Annual recognition	Separate from annual donor levels	**Adds to** annual donor recognition, which continues every year; evaluated each fiscal year

Lifetime Giving Society Tiers

Every tier includes all Platinum-level annual benefits plus the benefits of the tiers below it.

	INDIVIDUALS	ORGANIZATIONS
	**Emerald • $25,000–$49,999** Lifetime donor benefits, Annual Meeting recognition, invitations to all invite-only donor events	**Emerald • $50,000–$99,999** Lifetime donor benefits, Annual Meeting recognition, e-newsletter donor spotlight
	**Ruby • $50,000–$74,999** Complimentary major-donor event ticket, complimentary momento from Annual Meeting	**Ruby • $100,000–$149,999** Two major-donor event tickets, VIP Q&A invitations with an Annual Meeting general session speaker
	**Sapphire • $75,000–$99,999** Reserved keynote seating, additional event ticket	**Sapphire • $150,000–$299,999** Classic VIP Reception tickets, two more major-donor event tickets
	**Diamond • $100,000+** Reserved seating at The Classic, opportunity to speak at a Foundation reception	**Diamond • $300,000+** Reserved seating at The Classic, a Foundation-hosted donor reception at your office, speaking opportunity