

# Life, Well Run Campaign

## What is it?

*A national campaign - developed by ICMA - aimed at raising awareness of professional managers and their role in improving quality of life in cities, towns and counties.*

## What will my pledge go toward?

This program will

- Help managers start a *conversation* with their communities
- *Educate* citizens and community leaders about what managers do and *why it's important*
- Make citizens *aware* of what running a community involves
- Attract the *next generation* of local government management professionals
- Increase the number of *professionally managed* communities

## We can't do this without you.

ICMA has a goal of reaching \$5 million for the campaign, for which \$4 million will be secured from corporations, foundations, and other external sources.

The additional \$1 million is where you come in. We need your help. You can donate once, or through a multi-year pledge. ICMA recommends that you make a recurring pledge of at least \$100/year, lasting through ICMA's 100<sup>th</sup> anniversary in 2014.

## Your pledge will go further as an MLGMA member.

The MLGMA Board of directors voted to match our members' contributions, (up to \$20, 500) so we can reach the Michigan fund-raising target of \$41, 000. There are 369 ICMA members from Michigan (4.1% of ICMA total membership). We derived this goal by setting it at 4.1% of the national \$1 million goal.

The individual member contributions from Michigan and around the U.S. and world for this campaign will be used to leverage more money from foundations and corporations. The key to start is to have member contributions showing the base of people who are committed to this service. MLGMA Board members have already made their pledges – will you join them?

## How do I contribute?

Click here to contribute: [http://icma.org/en/icma/priorities/life\\_well\\_run](http://icma.org/en/icma/priorities/life_well_run); then scroll to the bottom of the page.

**Thank you!**

