

UNITED WAY OF FLORIDA'S 2022 ANNUAL STATEWIDE LEADERS CONFERENCE

ONWARD & UPWARD

JUNE 14-16, 2022 • ORLANDO, FLORIDA

TUESDAY | JUNE 14, 2022 | DAY 1

A CEO Conversation with United Way Worldwide (For CEOs only)

WEDNESDAY | JUNE 15, 2022 | DAY 2

Breakout Session 1

Combatting a Crisis – A Panel on Housing Affordability

Housing in Florida is now unaffordable for most families, especially ALICE workers. But what can United Way really do to combat market forces when we can't possibly provide enough funds? The answers may surprise you. The continued limited supply and growing demand for affordable housing creates an urgent need for increased policy, advocacy, planning and collaboration across the state of Florida. Join policy experts and practitioners as they discuss the latest strategies and resources available that will help equip you with the tools and knowledge to keep working for housing affordability in your respective communities

Connecting Head & Heart | Create Donor-Centered Relationships & Engagement through Empathy

Marketing "Why should I care?" is the number one question on every donor's mind. We work in empathetic organizations and your marketing strategies should meet people where they are to connect with them in a meaningful way. This session dives into engaging storytelling strategies to motivate donors to action. Join co-founders of CTS Agency, an award-winning Orlando-based digital marketing firm, in a creative discussion about finding what works to connect heads and hearts to our mission.

Work Culture: Positioning your United Way as an Irresistible Workplace

Organizations across the country have experienced significant change in order to respond to the COVID-19 pandemic. A great area of emphasis for organizations has been how to respond to the desires of employees while still effectively executing against the mission. In this session, we will discuss the impacts of The Great Recession, how to position your United Way as an employer of choice, best ways to recruit and hire the right candidates, and how to measure your organization's productivity in a remote or hybrid environment

Demystifying Diversification: Actionable Strategies to Drive Growth

Workplace campaigns have seen decreased revenue as corporations move to open fundraising platforms and regionalized strategies. United Ways that rely on the workplace campaign must adapt to these trends, manage the rising remote workplace corporate model and diversify their revenue streams. However, with limited resources, it is challenging to build and develop new revenue opportunities while still maintaining the largest source of revenue in workplace fundraising. This panel will explore strategies to engage new business, retain workplace donors through career transitions and pursue new revenue through traditional workplace models.



Breakout Session 2

Greater Together | A Two-Part Discussion on Connecting Resources through Collective Impact

PART 1. Making Ties for Greater Impact - The work of Community Impact is leveraging resources for the greater good - and one of the best untapped resources we have are the connections we can make through our Boards, giving communities, and volunteers. Through developing a clear and actionable agenda, the financial investments your United Way makes in your community can be exponentially greater through policy change. We all know Why advocacy is needed, but most do not have dedicated staff. By the end of this session, you will have answers to the other W questions - and a few H's. Where do I start? What is my end goal? Whom should I call upon? How will this be seen by my donors? How can we do this without a dedicated staff person?

PART 2. Collective Impact – A strong backbone team - staff dedicated to guiding a cross-sector group of stakeholders toward a common goal - is a critical component of collective impact. In this presentation, we will explore the results-based accountability (RBA) framework, and answer the questions *How much did we do? How well did we do it? and is anyone better off?* If you are interested in how to better measure, and track your organizational/program data, then grab your tools and join us for this discussion on performance measurement and management.

From Yelling to Selling | Case Studies in Shifting Awareness to Understanding.

The recent UWW Brand Health Study shows 85% of the general population can identify the United Way logo, yet only about half of those know what we do. United Way can no longer live on our brand equity alone. As our marketplace evolves so should our strategy of being able to communicate what we do. This session goes beyond the logo to provide case studies from local United Ways on approaches of connecting the general public with the multi-million dollar question: *"What does United Way do?"*

Work Culture: Make "Belonging" a part of your Organization's DNA

Incorporating organizational practices that reflect, engage, celebrate and advance Diversity, Equity and Inclusion should be more than activities and programs of a United Way, it should be central to what the organization is. In this session, Heart of Florida United Way will share the success they have found in their efforts, we will review UWW membership requirements, and a legal expert will share how new laws passed during the 2022 Florida Legislative Session impact engagement of employees.

Community Comes First - Reassessing the Future of Volunteer Engagement

Community engagement is the cornerstone of effective United Way programs. Volunteers are the bridge that connect the work to the community. How volunteering is presented, how volunteers are recruited and what is expected of volunteers in the community space are evolving. Introducing inclusive language, equitable programming, and diverse volunteers is critical to ensuring that we are *partnering* with our communities and *building* relationships between volunteers and individuals in our neighborhoods. From corporate engagement, to Day of Caring, to ongoing tutoring and mentoring programs, we are responsible for putting the needs of our community first.

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This program will discuss:

- DEI/language and how we support and serve community
- The many faces/avenues of volunteerism
- Synthesizing community needs with corporate responsibility
- Developing deeper relationships with donors and the community

Plenary Sessions

Onward & Upward in HOPE featuring Troy Smith
Breaking Down Silos & Creating Synergy to Build a TEAM
Discovering the YOU in United Way!

THURSDAY | JUNE 16, 2022 | DAY 3

Breakout Session 3

Hi, I'm Impact! Come here often? Speed Dating Session on Capacity Building & Networking

Speed-dating for Impact! On this final day of the conference, you will have an opportunity to network and dive -into Community Impact topic areas that matter most to your United Way. Six (6) tables will be staffed to lead discussions on best practices and lessons learned in the areas of Civic Engagement/Building Community, Diversity, Equity, and Inclusion, Funding – grants, unrestricted gifts, and long-term planning, Data & Performance Management, Employee Engagement & Staff Retention, and Provider Network Support (flexibility of funding during times of emergency or transition, salaries, etc.). Join us for this fund round of networking to further connect the dots of impact in your community.

Walk the Line – A Panel Discussion on Advocacy & Brand Positioning

Our communities rely on us to be the voice for those who cannot speak up. As leaders of a diverse population of donors and partners, it can be a challenge to find your organization's voice (and actually make an impact) within a divisive and noisy landscape. This panel will discuss how local United Way's advocacy and community building can breakthrough, what it takes to create impact, and when it's strategic to position your United Way on an issue.

Let's Get to the Good Part | Speed Dating Session on Capacity Building & Networking for Resource

Development Speed-dating to drive revenue! On this final day of the conference, you will have an opportunity to network and dive -into all things Resource Development that matter most to your United Way. There will be tables available to discuss: generational outreach for volunteering, affinity groups, major gifts, marketing, endowment, planned giving, strategic community involvement, event management, workplace campaigns, individual giving, reporting & dashboards (FY), CRM systems, and so much more!

Plenary Session

Welcoming Wellness | Caring for Yourself, While Caring for Your Community