



U N I T E D   W A Y   O F   F L O R I D A



THE TWENTY-THIRD ANNUAL STATEWIDE LEADERS CONFERENCE

power t o educate, influence, engage and inspire readers to action. In this session, we will hear from world-class storytellers on how they artfully craft stories to bring brands to life and the science behind driving consumers to action.

**Who Wants More Unrestricted Revenue?:** Find the hidden tools in Finance and Operations to add to our toolbox! We will learn some creative ways to diversify and increase our organization's revenue by looking at a variety of internal tactics: stop chasing after grants just to create a new program, charge a fee for services, and other innovative ways to increase unrestricted revenue outside of fundraising.

**The DNA of Donor Desires | Benchmarking Methods to Track Donor and Community Interests:** In 2021, United Way Worldwide released the results of our global brand study. Results documented United Way as a national brand against similar-sized nonprofit leaders. While the results on the surface may have indicated certain assumptions, it did not allow for the power of the brand in our local communities. This panel will share the results of brand studies, benchmarking surveys, focus groups and other metrics used to determine local United Ways' market share, drivers for engagement and how at each United Way we can build scalable methods to track donor sentiment and regional awareness.

## Plenary Sessions

**The Power of Philanthropy, An ALICE Conversation | Gregory Haile, President of Broward College:** To open our Conference, this motivational keynote speaker focuses a microscope on how the work we do opens doors for the most vulnerable in our respective communities and how this demonstrates the power of philanthropy. Walk away from this session challenged to dive deeper into the Conference theme of 23 & We, where we will lean into one of our network's biggest strengths - capitalizing on the intersect between the **We** in our communities and the **We** in our network.

**Uniting around a Clear Story: A Framework for Growth | Jay Owen, Business Builders:** INSERT

**Disaster Preparedness & Recovery | A Moderated Panel:** Day 2 will end with a panel of experts in disaster preparedness, recovery, and relief, diving into both natural and man-made disasters. We will cover disaster planning and how to pivot when the plan needs to be adjusted.

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THURSDAY | JUNE 22, 2023 | DAY 3

### Breakout Session 3

**Working Together in Times of Crisis - Interactive Discussions on Disaster Funds Impact:** In times of disaster, funders turn to United Ways to distribute disaster related funds quickly and ensure the biggest impact to our communities. Table topic discussions around disaster response and recovery will focus on innovative fund distribution processes, effective ways to complete reporting requirements and ensuring impact to our communities.

**Media Relations: How to Partner with Media for Win-Win-Win Relationships:** Nonprofits don't often have the luxury of an advertising budget to broadly share their message. In this session, we will hear straight from media representatives on how to effectively partner with their outlets for editorial and in-kind media placements, as well as examples from local United Ways who have done this effectively.

**Etiquette 2.0: Communication in a Hybrid/Remote Work Environment:** In a post-pandemic environment when many workplaces remain remote or hybrid, it can be challenging to communicate effectively and build strong working relationships amongst colleagues and teams. We will learn ways to make our communication more effective, impactful and engaging.

**The DNA of Disaster | Fundraising through Disaster:** As we look to the recent devastation of Hurricanes Michael & Ian and the mass shootings at Pulse Nightclub & Marjory Stoneman Douglas High School, we know as United Ways in Florida that fundraising in a disaster is not a question of *if*, but *when*. This panel of fundraisers has lived the worst-case scenario and will share lessons learned, best practices, and provide insight on how to prepare our fundraising strategy when disaster strikes.

### Breakout Session 4

**Making ALICE a Part of Your DNA – A Conversation on Integrating ALICE into Everything We Do:** ALICE data is truly impactful, but how can we incorporate ALICE into more of what we do? Hear from a panel about how the data is being put into action in transformative ways including advocacy conversations and decision making.

**Experiential Marketing: Creating “Aha!” Moments through Meaningful Brand Experiences:** The majority of people are aware of United Way, but understanding of how we create impact falls flat. In this session, local United Ways will share experiential marketing products that create hands-on “mission moments” for donors and volunteers designed to increase understanding and drive empathy.

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**The Ever-Changing Workforce:** In a workforce that represents over five generations and a number of diverse perspectives based on background, experience and culture, the work environment is in a place of constant evolution. How should we institute policies and educate on best practices to support an environment of inclusion for the employee while maintaining the needs of the organization? Join this session to hear from a panel of United Way representatives making this a top priority.

**The DNA of CRM | Automating Teamwork: Finding a CRM that Works for You:** Our work has changed dramatically since March 2020. In response, we've turned to tech to help. Over time we've added more stand-alone tools, ultimately creating more data silos within our organization, not to mention, multiple logins for donors to navigate to give or volunteer. Ultimately, technology needs to work for us, not the other way around. This begins with our team being clear about the processes, journeys, reporting, and workflows needed to automate internal teamwork, so that our CRM platform supports true relationship building. In this session, we will share our Playbook of recent LUW experiences with aligning technology to mission, by focusing on the inner work required to have technology work for us.

## **Plenary Session**

**A Conversation with Publix CEO Todd Jones:** Todd Jones, CEO of Publix Super Markets, known for energy and vision, is dedicated to cultivating a climate in every store where each associate understands how they contribute to the company's success, and are both inspired and engaged not only with the company, but also the community they serve. At United Way, we as a network understand the value of this leadership and partnership. No one will want to miss this session. Our Conference closes with the incredible opportunity to learn more about the history and unique culture of United Way's leading corporate sponsor.

FRIDAY | JUNE 23, 2023 | DAY 4

**United Way of Florida Board of Governors Meeting**