

# THE NEW WAY

United Way  
OF GREATER CHARLOTTE



**WELCOME**  
**EMPLOYEE CAMPAIGN COORDINATORS**  
August 15, 2023

**WELCOME**

**CLINT HILL**

Chief Development Officer  
United Way of Greater Charlotte

**United Way**  
OF GREATER CHARLOTTE

**OUR MISSION  
OUR WORK**

**LAURA YATES CLARK**

President and CEO  
United Way of Greater Charlotte

**United Way**  
OF GREATER CHARLOTTE



# 2023 ECC Training

## OVERVIEW

- United Way of Greater Charlotte Rebrand
- Why Grassroots Work?
- Why Place Based Work?
- Elements of a Successful Campaign
- Corporate Volunteerism Update
- Workplace Campaign Strategies
- Q&A

# United Way of Greater Charlotte Rebrand

**CASSIE BOESCH**

Chief Marketing Director  
United Way of Greater Charlotte

# Tailored strategies across four counties



## OUR MISSION

To advance economic mobility and racial equity through place-based solutions.

## OUR FOOTPRINT

Serving Anson, Cabarrus, Mecklenburg and Union Counties, our impact strategies align with the needs identified by residents of those communities.

**Conversation with  
Angelicka Crawford  
Executive Director  
Jumping Dreams DD**

**JESSICA FOSTER**

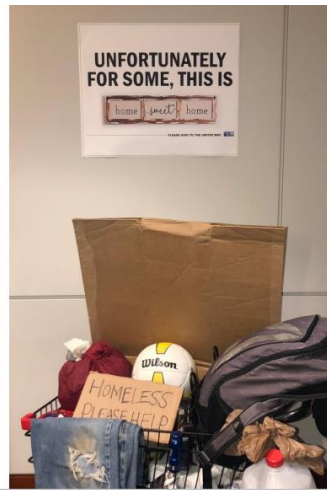
Unite Charlotte Manager  
United Way of Greater Charlotte

# Why Place Based Work?

**JAMESE IVY**

Director of Community Initiatives  
United Way of Greater Charlotte





# DAVID DULIN

Senior Corporate Relations Manager  
United Way of Greater Charlotte

# Conversation with David Morton Senior Vice President Fifth Third Bank

# Elements of a Successful Campaign

- Campaign committee organization
- Communication plan
- Senior Leadership involvement/giving
- Engaging and fun activities
- Educational presentations
- Celebration/wrap up
- Corporate Volunteer Opportunities

# Corporate Volunteer Opportunities

## ONSITE PROJECTS

- Kit-packing activities provide material resources that organizations can use every day.
- Ordering info is on website, as well as helpful hints.
- United Way can help identify recipient agencies.

## OFFSITE PROJECTS

- We provide a list of agencies that integrate volunteers into regular programming.
- Companies should reach out directly to agencies for scheduling.

Recommended activities deliver meaningful support to nonprofit partners and are listed on the United Way website: <https://unitedwaygreaterclt.org/volunteer/>

# Work Place Campaign Strategies

**LEANNE SKIPPER**

Vice President of Resource Development  
United Way of Greater Charlotte

# Work Place Campaign Strategies

- Campaign Strategies
- Pre-workplace campaign emails
- Toolkit UW Staff partner is ready to assist you with all your needs
- Recording and link to toolkit after meeting
- One-pagers

**QUESTIONS?  
THANK YOU!**

**United Way**  
OF GREATER CHARLOTTE

**GET INVOLVED**

[unitedwaygreaterclt.org](https://unitedwaygreaterclt.org)

704.372.7170

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