



UNITED WAY
Johnson & Washington
Counties

Campaign Cabinet Engagement Opportunities

United Way Events

Business Leaders Breakfast – August 28, 2024, Celebration Barn, Iowa City

Join together with local civic and business leaders to network and share challenges as we gear up for campaign season.

Golf Fore Good - August 29, 2024, Blue Top Ridge, Riverside

Inaugural golf fundraiser in Washington County. 4-Person Best Shot tournament to raise funds in support of United Way's Mission. UnitedWayJWC.org/Golf-Fore-Good

Campaign Kickoff – September 11, 2024

Official launch of the 2024-2025 Campaign season aimed at inspiring action and connecting our community to our mission.

Power of the Purse – October 24, 2024, Graduate Hotel, Iowa City

17th Annual POP event is a community gathering fundraiser including a lively auction, raffle, fashion show and more. Save the date now, tickets sell fast!

UnitedWayJWC.org/POP

Hoops & Hops – February 2025

Celebrate all things Hawkeye and Hoops at this rotating fundraising event highlighting a local brewery and our amazing UI sports during this viewing party and auction.

Community Celebration – April 2025

Banquet and program celebrating the success of United Way's Campaign and our partner's achievements.

Campaign Outreach Expectations

All information from this section can be found at UnitedWayJWC.org/campaign-tools

- Employee Campaign Coordinator (ECC) trainings in July - August
- Send custom emails and handwritten notes to businesses and donors (7 Touchdown Points)
- Present with United Way Staff to companies on impact of UWJWC
- Host meetings with business contacts, CEOs, and leadership donors
- Organize a campaign event at your home or workplace