



CAT Huddles - LEAD United

Leadership Campaign Advancement Team (CAT) within the United Way of Johnson & Washington Counties (UWJWC) collaborates with other teams and Campaign Coaches to form the Campaign Cabinet. Our primary goal is to connect with and inform donors, transforming them from givers to champions of UWJWC's mission.

As part of the Leadership CAT, you'll be pivotal in establishing initial contact, and nurturing relationships through our 7 Point Touchdown method. Leadership (\$1,000+) and Tocqueville (\$10,000+) donor stewardship is about making crucial connections and building relationships that drive success. Whether it's forging new partnerships or reengaging in old ones, our game plan is to unite individuals with the winning mission of United Way and reach our campaign goals!

Meeting Dates/Times:

- CAT Meetings – Monthly/Semi-monthly, Dates TBD - Provide campaign updates, discuss strategies and challenges, updates on Touchdowns (7 point contact plan), plan and organize CAT-specific events and activities.
- Campaign Cabinet Meetings – Monthly, last Wednesday of each month, 12:00 pm
Collection of all CATs report out on progress, challenges, ideas, and updates on events, review pace report to goals.

LEAD CAT Game Plan

- Each member will choose 3-7 donors to connect with throughout the campaign. These include at least 1 Tocqueville, 1 Leadership and 1 lapsed donor.
- Using the 7 Point Touchdown template, make at least 7 contacts with the donors on your list. Examples: Send an email, invite to a UW event, go for coffee, invite UW staff to meet, share impact numbers, invite them to LEAD United event, write Thank You cards etc.
- Complete all 7 Points of stewardship and connection and hand any notes off to UWJWC staff.

