

Campaign Cabinet 24-25 Season Playbook

Welcome to the United Way of Johnson & Washington Counties Campaign Cabinet! This one page of information should serve as a play by play of important terms and details you'll need to know as a member of the team. Thank you for volunteering to help us reach our campaign goals.

Mission:

United Way of Johnson & Washington Counties unites in purpose to improve lives by mobilizing the caring power of our community.

Values:

Servant Leadership- Listening, learning, then acting in support of our community.

Connection- Bringing together people and resources to create understanding and solve problems.

Inclusion- Welcoming and supporting our community fully.

Inspiration- Moving people to action.

UWJWC Key Focus Areas:

-Education Birth through adulthood educational opportunities and support to succeed

-Access to Health Care Access to affordable, equitable mental and physical health

-Financial Stability Individuals and families are financially stable and self-sufficient

Meeting Dates/Times:

- Campaign Cabinet Meetings – Monthly, last Wednesday of each month, 12:00 pm - 1:00 pm
Collection of all Campaign Advancement Teams (CATs) report out on progress, challenges, ideas, and updates on events, review pace report to goals.
- Campaign Advancement Team Meeting – Monthly/Semi-monthly, Varies by CAT
Provide campaign updates, discuss strategies and challenges, updates on Touchdowns (7 point contact plan), plan and organize CAT-specific events and activities.

Key Terms:

Campaign: Focused fundraising initiative conducted annually from Sept.- Feb. during which UW staff and volunteers work together to raise funds aimed at reaching an overall income goal, funds are then allocated to partner agencies to support various community initiatives.

CAT: Campaign Advancement Team, group of volunteers focused on fundraising and relationship building efforts in 5 areas, University of Iowa, Leadership Donors, Washington County, Prospective Donors, and Campaign Events.

ECC: Employee Campaign Coordinator, a champion of United Way at a local business who helps create giving opportunities for workplace to have a successful campaign.

Pace Report: Campaign tracking report comparing year to date, last year amounts, and goal amounts for top tier companies and additional campaign events.