



CAT Huddles - Prospects

Prospects 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 coach and mentor potential donors and businesses, transforming them from prospects into committed supporters of UWJWC's winning strategy.

As part of the Prospects CAT, you'll be our star recruit, scouting for new talent in the form of businesses within our communities, establishing initial contact, and nurturing relationships through our 7 Point Touchdown method. Just like in sports, it's about making those crucial connections and building relationships that drive success. Whether it's forging new partnerships or reigniting old ones, our game plan is to unite organizations and 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.

Prospects CAT Game Plan

- Each member will choose 2-5 businesses to connect with throughout the campaign. These include at least 1 new and 1 lapsed business.
- Using the 7 Point Touchdown template, make at least 7 contacts with the businesses on your list. Examples: Send an email, invite to a UW event, go for coffee, invite UW staff to present to company, connect them with volunteer opportunities, set up a workplace campaign or fundraiser, etc.
- Complete all 7 Points and hand the business notes off to UWJWC staff to bring home a win (request corporate gift or sponsorship, set up workplace campaign, etc.)

