

United Way Campaign for the Common Good Overview of 2010

The United Way Campaign for the Common Good is a new kind of United Way campaign – not about raising money but about changing conditions in communities so people have the basic building blocks of a good life. In this kind of campaign, money is but one resource that can be leveraged to achieve success. This campaign will galvanize millions across the country - individuals and institutions - to help achieve our Goals for the Common Good in education, income, and health. In 2010, our focus primarily will be on education and our goal of cutting the dropout rate in half by 2018. We believe it's of critical importance to our nation, and we believe, together, it can be done.

Many United Ways across the country have been successfully working on education-related issues for years through early childhood initiatives like Success by 6[®] and Born Learning[®], or through other innovative community-based initiatives designed to help children succeed in life. Now is the time to harness that good work to create a true nationwide mobilization where coordinated and complementary actions at the local, state, and national levels can come together to drive long-term results for kids.

Because we know that to create change, individuals and organizations must have ownership over common goals, much of 2010 will be about engaging the nation to better understand their aspirations for our children, for their communities, and for this country. This broad-scale engagement will not only help people begin to see United Way in a different way but, most importantly, it will help build excitement and energy among people and organizations so that we can in fact work together to achieve big goals and address complex issues. It will lay the groundwork so that people and organizations will be ready and willing to give, advocate, and volunteer around specific issues that emerge as being critical to achieving our goal. We will make every effort to include all people in this engagement—especially the people and groups who are often left out of these discussions.

Through our research and work in communities over the years, we have identified promising strategies that we believe have the most potential to move the needle on education. We will be spending 2010 sharing these strategies and approaches with the system. We will also deepen our ability to truly engage individuals and organizations across communities to identify common goals and tap into the motivations for action. We will ensure United Ways have the tools to conduct this kind of engagement—especially online tools. Our hope is that through the knowledge that comes from having real conversations in communities across the country, combined with approaches that evidence and research have shown to work, we will be prepared to begin mobilizing around key strategies in early 2011.

The United Way Campaign for the Common Good begins in 2010 with a nationwide focus on helping children and youth achieve their potential. This is a good place to start because we have seen so much success in this area.

January - May: Engage and Inform the Field

The success of this campaign depends largely on the support of local and state United Ways. In these first critical months, United Way Worldwide will:

- **Present an 12-month campaign scheme to local CEOs** and seek their input
- **Engage United Way Global Corporate Leadership partners**, especially those interested in improving education in America
- **Launch the United Way Mobilization Groups** in 10 markets that have already raised their hands and are ready to move forward with orientation and capacity audits
- **Provide tools for local United Ways to assess their capacity to mobilize** and prepare to be a part of future mobilization market groups
- **Enlist the support of current/potential education partners**, such as the Annie E. Casey Foundation, Ready by 21, the Ad Council, the American Federation of Teachers, the National Urban League, The National Council of La Raza, Organization of Chinese Americans and Leadership 18
- **Introduce the initiative to Members of Congress, the Department of Education and other relevant federal agencies**

JANUARY-MAY TACTICS

United Way CEO Summit January 12-13

United Way Worldwide engages in a conversation with local United Way executive leaders on what a local, state and national education campaign could look like. CEOs will have a chance to share their thoughts and ideas and help move campaign planning forward. Central to the discussion will be what tools, content, and materials local United Ways will need to build support within their communities.



United Way Staff Summit March 15-17, 2010

United Way Worldwide offers training and staff development in the areas of marketing and brand strategy, resource development, community impact, and diversity and inclusion. Staff are introduced to a basic framework for the Campaign and are invited to provide feedback.



United Way Community Leaders Conference March 18-20, 2010

Local United Way board members, CEOs and senior staff convene with representatives from America's top companies in Washington. Political strategist David Plouffe helps participants envision our work in a whole new light.



First Education Mobilization Group Launches April 5, 2010

The first mobilization group will be focused on increasing the number of high school graduates in their communities. Groups focusing on the income and health goals will follow, and over three years, the number of these groups will increase as our capacity to deliver needed technical support. Over the span of approximately 24 months, a team of United Way Worldwide staff and external advisers will provide participating United Ways with intensive individual and group technical assistance, consultation and coaching to build new relationships with individuals and institutions, align their resource development work to their mission, and create and deliver on strategies that work.



Inform and Engage Corporate Partners May 2010

United Way Worldwide reaches out to United Way Global Corporate Leaders and other institutional partners to share initial plans for the Campaign for the Common Good, ask for advice, and determine which partners are willing and ready to be part of ongoing development of the campaign.



United Way National Education Council Established May 2010

United Way Worldwide will recruit a diverse group of national leaders from all sectors who have specific expertise in education. The United Way National Education Council will provide ongoing strategic advice, make critical connections at the national level, and speak on behalf of the campaign in public forums.



TAKING IT LOCAL

1. **Tell your neighbors.** Local United Ways CEOs can reach out to other CEOs in surrounding markets to help build momentum and discuss regional/state strategies.
2. **Get the board on board.** Invite board members who have shown an interest in education to the United Way Community Leaders Conference. Put the education campaign on the agenda for your next board meeting. Identify one or two board champions.
3. **Brief the staff.** Have a full-day retreat with staff and volunteers to share preliminary information about the campaign and
4. **Pencil them in.** Start scheduling meetings with current and potential education partners (companies, agencies, schools, local government, chambers of commerce, parent groups, etc.)

June-August: The First Wave of Community Conversations & Preparing the Field for Broader Engagement

United Way initiates the first wave of community conversations in Mobilization Groups. This engagement is about building support for the education cause and establishing United Way as a steward of the community's voice – building relationships with all parts of the community (individuals, agency partners, government and the business community). Through authentic conversations about education, we will build public knowledge and create a sense of collective ownership. We will ask our communities about their aspirations for education, what's important to them, and how they see themselves as part of the change.

Other communities use this time to prepare for full community engagement in the fall. The first important task is to build our lists. We will do this with a “raise your hand for education” effort to collect information about current and potential supporters. At the national level, we will also leverage liveunited.org to attract and empower new supporters.

Using models and approaches that were previously tested by Mobilization Groups, United Way Worldwide will develop and supply local United Ways with tools for broader community engagement. These conversations will range from town hall-style meetings to small, intimate, “kitchen table” conversations.

Other activities:

- [Liveunited.org](http://liveunited.org) is pre-loaded with education-focused content for local United Ways to use when inviting their communities to participate in local conversations / surveys and focus groups.
- Local United Ways across the country participate in education-themed activities, such as Stuff the Bus and building Born Learning trails
- United Way Inclusion Councils share cultural competency tools and training with the field to prepare them for community engagement.

JUNE - AUGUST TACTICS

United Way Community Conversations (Phase 1) June - August 2010

Beginning with the mobilization group, United Way invites residents and community leaders alike to honest conversations about the current state of education in America. These conversations will take place in homes, places of worship, schools, and a variety of other venues and will be designed to cut through the current public discourse on this topic and really understand what people in communities see as the challenges to our children succeeding. These conversations will be an opportunity for United Way to position itself in a fundamentally different way, but even more important, the process of bringing people together to talk about issues and for institutions to learn and use that knowledge to help shape collective action is a critical first step in mobilization. This knowledge, along with learning from other engagement, will roll up into an education-focused "Report on the Common Good" to be released later on in the year.



Building the National Online Platform June – August 2010

Also during the summer, United Way Worldwide will work with local United Ways to build a new national platform that incorporates engagement, social media, email marketing, and other relationship management tools. This platform will allow United Way Worldwide to extend the reach of our community conversations to a broader audience and build the technical infrastructure required for improved relationships with individuals.



“Raise Your Hand For Education”
June – December 2010

United Way runs a national ‘Raise Your hand” effort—encouraging individuals to pledge their personal support by supplying their email address. States battle it out to see who can collect the most email addresses. Local companies battle it out to see who collects the most email addresses. Goal: 1 million names.



Education Blog
June 2010

United Way Worldwide launches a new education blog at liveunited.org. Celebrity bloggers participate in national launch. There are national, state, local strategies to promote the blog and podcasts in social media.



The Common Good Forecaster™:
Online Engagement Blitz
June - August, 2010

Liveunited.org presents the tool that can show you how improvements in key education stats correlate to changes in income and health indicators.



United Way Day of Action

June 21, 2010

Local United Ways across the country participate in education-themed activities, such as Stuff the Bus and building Born Learning trails. These communitywide events provide an excellent platform for United Way to announce the Campaign for the Common Good—and provide opportunities for new individuals to join our effort.



TAKING IT LOCAL

1. Create a local United Way Day of Action focused on education. With several off-the-shelf options, it's a great platform to attract the attention of the media and people who may not otherwise experience United Way.
2. Send an email blast to current supporters with a link to local data on the Common Good Forecaster (also promote in social media). Show them how improvements in education will lead to improvements in income and health.
3. Invite current and potential supporters to “Raise Their Hand for Education” by supplying their home email address (and other information if they're willing).
4. Brief loaned executives and campaign staff on the United Way Campaign for the Common Good and give them ideas for how to create conversations around education during the workplace giving campaign.

September – October 2010: Broad Engagement

United Way begins to take community engagement to scale in the fall, using tools and techniques from the mobilization groups.

At no time during the year is United Way more visible in the community than during the annual workplace campaign. United Way seizes the opportunity to engage people in America's workplaces with a simple set of 4-5 tools, developed in partnership with United Way Global Corporate Leadership companies.

Local United Way Women's Leadership Councils and United Way Tocqueville Societies are encouraged to host their own forums to discuss the issue. Young Leaders, Loyal Contributors and other affinity groups are also good groups to engage.

But you don't have to be a current supporter of United Way to speak up and join the movement. At liveunited.org, we will provide online tools that anyone anywhere who is passionate about our education challenge can use to engage people in their own neighborhoods.

SEPTEMBER - OCTOBER 2010 TACTICS

Workforce Engagement

September-October 2010

Local United Ways take the opportunity of the fall fundraising campaign season to listen to employees about their aspirations for education, and employees get to be involved in helping shape the Campaign for the Common Good. Local CEOs and loaned executives give stump speeches on education. United Way Young Leaders and United Way Loyal Contributors participate in brown bag lunches where they watch a 15-minute video about education and participate in a facilitated discussion about how to make changes happen in education.

In places where employers are open to the idea, we will ask employees to provide their contact information to join us in this campaign.



The National Forum on Education (National Public Launch)

September 2010

Timed in conjunction with the ribbon cutting ceremonies of the Mary Gates Global Learning Center, United Way Worldwide hosts a series of forums focused on education. Invited guests will include the Gates Family, board members, members of the United Way Million Dollar Roundtable, United Way Tocqueville Society, elected officials and other national supporters. Using the latest technology made possible by the generosity of the Gates family, people from across the country will participate in education themed meetings. This event serves as the official national launch of the Campaign for the Common Good.



United Way Community Conversations (Phase 2)

September - October 2010

Using engagement tools developed through the experiences of the Mobilization Groups, local United Ways will invite their communities to participate in conversations about the current state of education. United Way presents local education data and builds public knowledge about this issue that affects all of us. Big ideas and community feedback are captured for a local report that will be distributed in December.



Online Listening

September – October 2010

To broaden the reach of our engagement, United Way Worldwide will also conduct an online listening campaign designed to complement local conversations around community. Possible formats include virtual town hall meetings and short surveys.



United Way CEOs Invite Top Supporters to Breakfast with Seniors at Local High Schools

September 2010

Local United Ways invite CEOs of top 10 companies (and other institutional supporters) to a breakfast at a local public high school to celebrate graduating seniors and talk about education. For this forum, the emphasis is how can companies and institutions be a part of the change.



Kids Speak Up

September 2010

Young people have a lot to say about what they need to be successful in life, what kind of learning works for them, and what kind of world they want to live in. United Ways around the country use new United Way Worldwide tools to partner with local schools for a real conversations with kids – a critical but often overlooked part of the education equation.



Education House Party in a Box

September 2010

So you're really pumped about taking some leadership and helping your community move the needle on education. Go to liveunited.org and find everything you need to throw an education-focused house party. Learn how to give a speech that inspires your friends to join you. Don't miss our great ideas for party games.



United Way Affinity Groups Engage September - October 2010

Across the country, United Way Women's Leadership Councils, Student United Ways and other United Way affinity groups invite their friends, neighbors, and colleagues together in personal settings to have small kitchen table conversations around education. What's going on in America's schools? What would it take to increase on-time graduation? How can businesses, other nonprofits, government and individuals all play a role?



Candidates Raise Their Hands for Education September – November 2010

2010 is a campaign year, and United Way, its partners, and individual supporters can play an important role by encouraging candidates to pledge to support the issues, ideas, and strategies that local communities have said are important to improving education. United Ways can inspire individuals to share local strategies and approaches with candidates and encourage their support. At the same time, United Way Worldwide will provide advocacy tools and templates for local United Ways and also engage in a national advocacy effort to promote the strategies and approaches that have been shown to improve the lives of young people.



TAKING IT LOCAL

1. Local United Ways that are not part of the Mobilization Groups can utilize the same tools to host their own education town hall meetings.
2. United Way Women's Leadership Councils and United Way Tocqueville Societies are encouraged to take the lead by hosting the first education house parties.
3. United Way CEOs should aggressively reach out to business and nonprofit partners and enlist their support.
4. Even if you have engaged your community before, now is the time to go back out into neighborhoods, into businesses, and to your partners as well and reconnect.

November - December: Reflecting on What Was Heard and Preparing to Act

After three months of aggressive community engagement, what are we hearing? In November and December, United Way reports what we've learned and announces evolving partnerships / coalitions in the United Way National Education Report. Local United Ways start talking with their communities about what they heard in local conversations and begin working on determining which proven strategies seem to resonate most with the community.

At the national level, United Way Worldwide uses information collected by national and state level conversations and from local United Way community engagement to develop a set of education-focused offers (give, advocate, volunteer) to be deployed in 2011.

United Way National Report on the Common Good: Education December 2010



United Way will collect the voices of Americans across the country and roll out a national report that provides leaders a picture of the real day-to-day struggles of individuals and help all of us better understand how people talk and think about educational issues in their communities.

This report will be a tool for local United Ways and United Way Worldwide to help galvanize public support to take action. It will also serve as a powerful tool for helping to position United Way as a true steward of the community's voice.

Taking it Local

1. **Release a report** on findings from town hall meetings and other forms of engagement. If you can't produce your own report, share the national report.
2. Consider building an earned media strategy to share what you're hearing in your community with local news sources. You may even want to publish a report in the voice of real people in the community.
3. Local United Ways begin to **develop education-focused offers** (give, advocate, volunteer)
4. Continue to build local coalitions.
5. Put your community on the map. Share feedback from your community engagement at liveunited.org where we aggregate and share information.
6. Begin engaging the community to determine what strategies and specific approaches United Way and its partners should focus on to improve education.

JANUARY – DECEMBER 2011: TAKE ACTION & TAKE THE CAMPAIGN TO SCALE

United Way will combine what we have heard from communities with what research says works to move the needle on education and begin creating “asks” of individuals and organizations around critical areas where it is clear there is passion, energy, and a sense of urgency. For example, research shows that a child’s ability to read on grade level by 3rd grade is a critical indicator of future success. This may be an area where local United Ways, state associations, and United Way Worldwide can work together to mobilize individuals and organizations around a strategy that would directly affect our ability to meet our challenge to America.

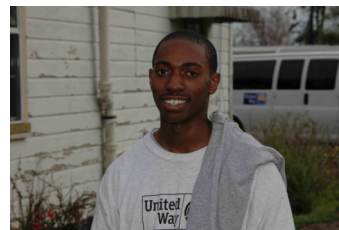
United Ways will be equipped with tools that will help them mobilize their local partners and people in neighborhoods to act on the aspirations they have for their children and their communities. United Way also will be able to create enhanced workforce campaigns that not only raise money but enable employees to become part of a social movement to fundamentally improve the future of children in America.

Other Ideas for 2011

United Way Alternative Spring Break

March 2011

Young people from college campuses across America converge on the Gulf Coast to continue the rebuilding, but spend one day talking about how they can be part of the education challenge right where they live. United Way CEO Brian Gallagher hosts “What Would America Be Like”, a live webcast from Biloxi, Mississippi. Brian shows the impact of education on income and health and asks young people how they can be part of the solution. ASB participants leave with campus engagement tools.



Summer of Service

Summer 2011

United Way volunteers move the need on education with opportunities focused on summer learning. Liveunited.org also features advice on how and where to tutor for all interested individuals who want to get started on their own.

