

The Campaign for the Common Good Mobilizing the Nation to Achieve Long-Term Goals in Education, Income, and Health

The Campaign for the Common Good is a new kind of United Way campaign. The goal: to mobilize individuals and institutions to take strategic action that will help us to achieve the 2018 Goals for the Common Good:

- Reduce the number of high school dropouts by 50 percent
- Reduce the number of financially unstable families by 50 percent
- Increase the number of risk-avoiding young people and adults by one-third

The campaign will incorporate coordinated and complementary strategies at the local, state and national levels that drive long-term results through expanded giving, advocacy, and volunteerism.

During the first months of the campaign, United Way will focus on positioning itself for success in executing this campaign and engaging with the community and stakeholders about the issues. During this phase, we will focus on assessing the opportunities and exploring the landscape in order to develop the overall campaign strategy and recruit our existing partners and other key allies. Because this is a long-term campaign, it will be essential to put in place the people, infrastructure and systems that are necessary to ensure success and coordinate the activities of this complex undertaking.

As we launch the campaign more publicly, we will focus on coordinated and complementary activities at the local, state and national levels that increase the overall awareness of the challenges and recruit individuals and institutions to join the campaign. Complementary and coordinated activities that could happen in this second phase include:

- Conducting community conversations and aggregating the local findings in order to host a national conversation on the common good
- Leveraging United Way Day of Action to conduct a coordinated activity related to education, income or health in order to raise awareness and identify individuals to join the effort (e.g., Stuff the Bus for school supplies)
- Coordinating workplace campaigns to focus on one or more common community issues to raise awareness and enlist investors in effective community change strategies

Over time it will be essential to increase the size and scale of the campaign by leveraging our efforts at the local, state and national levels. The campaign’s success will be measured not only by progress in achieving the goals but by how well we unify individuals, institutions and partners to change the social conditions in communities so people have the basic building blocks of a good life—education, income and health.

At our national conferences an outline of the Campaign will be vetted for input at the following sessions:

- *The Campaign for the Common Good: New Nationwide Campaign to Help America's Children and Young People Achieve Their Potential* (Staff Summit session) - Wednesday, March 17, 8:00-9:30
- *The Campaign for the Common Good: Overview of 2010* (CLC session) - Friday, March 19, 3:45-5:15

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United Way Worldwide wants you to help co-create this critical ingredient for our system’s future success. Please take a few minutes to complete the following brief survey and place it in the designated drop boxes at the conferences.

Your United Way role (Check all that apply):

- Volunteer Women’s Leadership Staff Corporate Partner Other _____
- Community Impact Resource Development Marketing/Communications
- Finance and Administration Other _____

What size is your United Way? Large (Metro 1) Medium (Metro 2-4) Small (Metro 5+)

What excites you most about the idea of a sustained Campaign for the Common Good?

What are the biggest challenges your United Way will face in integrating your work with such a campaign?