

United Way's Mobilization Framework

United Way is in the business of creating community impact, ensuring that people have the basic building blocks for a good life. Fundamental change in communities cannot happen, however, without the sustained involvement of individuals working together. In order for the United Way movement to mobilize our country to action and reach the Goals for the Common Good, we need to create a social movement around education, income and health. United Way must identify the people who care, build their caring into passion, build their passion into commitment, and sustain their commitment until the goals are reached and our communities are changed for the better.

Mobilizing individuals and institutions to collective action requires ongoing authentic engagement, effective impact strategies and a deep commitment to relationship building. United Way's role in catalyzing social change can be described as five dimensions of mobilization:

- **Engage with the Community to Set Vision & Priorities**
 - Generate local conversations to identify shared aspirations and community priorities
- **Build Strategies & Focus Actions**
 - As part of a coalition of community leaders and stakeholders, develop education, income, and health strategies, plans, and accountability to address community priorities
- **Mobilize Resources**
 - Identify resource needs, activate investors, advocates, and volunteers to support community strategies
- **Align & Execute on Plans & Strategies**
 - Align efforts, implement community strategies, and share accountability
- **Measure, Evaluate, Adjust, Communicate**
 - Evaluate results, adjust, and share successes

Embedded within these dimensions are the imperatives of revenue growth and ongoing individual engagement that are both results and underpinnings of successful mobilization.

All of the conference learning sessions will provide clear and specific ideas on implementing one or more of these aspects of mobilization. Sessions providing a more general overview include:

- *Mobilizing Communities to Drive Results: How United Way works to bring about community change* (Staff Summit session) - Monday, March 15, 2:00-3:30 p.m.
- *A Mobilization Story – An Experiential Learning Session* (General Session) - Friday, March 19, 8:00 – 9:30 p.m.
- *CLC Engagement Roundtables: Exploring the Mobilization Story* - Friday, March 19, 10:00 – 11:30 a.m.
- *The Promise and Power of United Way as Community Mobilizer* (CLC session) - Friday, March 19, 2:00-3:30 p.m.

As you attend all of the conference sessions, consider how each relates to the dimensions in bold above.

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United Way Worldwide wants to know what you think about the mobilization framework. Please take a few minutes to complete the following brief survey and place it in the designated drop boxes.

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 about the idea of your United Way being a leader in mobilizing individuals and institutions to collective action to get results on pressing community issues?

What will be the biggest challenge for your United Way to work in this way?

What will be the biggest challenge for you in your individual role?