

TWELVE: The New Rules for United Way Success

Understanding Donors & Communities to Increase Gifts

Save the Date, May 13!! This jam-packed day will leave you with a better understanding of how to reach donors based on what donors really think and care about.

Bring your leadership giving and workplace campaign teams, marketing staff, communications and impact staff, and especially volunteers!
May 13, 2010

Your Instructor:

Gary Goscenski, Director of Consulting Services, Perspectives Consulting, MI



Gary shares his 20 years of United Way experience and expertise having worked with dozens of United Ways conducting community surveys, donor surveys, active community investor surveys, employer surveys, and needs assessments. He has

authored over a dozen seminar and workshop programs and is a frequent speaker at conferences and associations. He has served United Ways and other nonprofit organizations as a board member and volunteer.

WHEN: Thursday, May 13, 2010

TIME: 10 AM to 3:30 PM ET

WHERE: United Way building, 3901 N Meridian St, RCI rooms, Indianapolis

COST: \$150

Registration fee includes lunch and materials.

Registration is required. Space is limited.

Register at www.iauw.org or call 800-457-1450 x117.

All of the challenges facing United Ways in the new decade, such as the economy, competition, and changing demographics, make it essential for United Ways to act proactively for success. Based on the results of over 60 research studies completed for dozens of United Ways, including Indiana and other Midwest communities, *TWELVE: The New Rules for United Way Success* will give your United Way the rules you need to succeed in 2010 and beyond.

These 12 rules will impact the success of your United Way by identifying ways to increase campaign contributions, strengthen community support for allocations, and communicate more effectively with local residents and donors.

- ◆ **Understand the 4 rules you need to attract donors** to your United Way, the important things you must do to keep those donors, and why thanking donors is not enough to get them to increase their contributions. Consider the surprising best predictors of why people give, what donors expect, and why that matters.
- ◆ **Follow the 5 rules that will improve the effectiveness of your communication efforts**, enabling you to focus on the most effective and efficient communication, targeting your messages to meet donors' needs. Given the reality of shorter workplace presentations in many cases, what can be done? Learn about what donors really need to know so you can make the best use of your time.
- ◆ **Adopt the 3 rules that will maximize the impact of your community impact efforts**, allow you to prioritize resources to address those issues, make sure volunteers and donors will support your issues, and position your United Way as a leader. Consider what donors expect and why that matters. What resonates with donors, connects with them? Discuss how important issue selection is and how it might be communicated to donors.

We will review each of the 12 rules and explore the research that led to each rule. Each finding will lead to invigorating conversation and ideas.

Bring samples of your communication, campaign, and promotional materials, and collectively, we will discuss how your United Way can adopt the new rules to grow and succeed.

Questions? For questions about the workshop, contact Lisa Hanger at 800-457-1450 x119 or lisa.hanger@iauw.org or 317-921-1393. For questions about the registration or the facility, contact Iverne Russell at iverne.russell@iauw.org or 800-457-1450 x117.



Indiana Association of United Ways