



Ohio United Way

OHIO UNITED WAY MID-YEAR CONFERENCE JULY 18, 2018

COLUMBUS AIRPORT MARRIOTT

Schedule of Events

8:15 to 9:00 **Registration & Continental Breakfast**

9:00 to 9:15 **Welcome & Introductions**

**Steven C. Hollon, President & CEO
Ohio United Way**

9:15 to 10:30 **Session I – The Power of Community Impact**

Panel Discussion on the importance of community impact and the various options available to drive and influence giving, as well as partner with government, educational institutions, foundations, key funders and community leaders on countywide agendas.

**Deb Dingus, Executive Director
United Way of Licking County**

**Christine Matusik-Plas, Community Impact Director
United Way of Greater Lorain County**

**John Urbanski, President & CEO
United Way of Hancock County**

**Aaron Reid, President & CEO (Moderator)
United Way of Warren County**

10:30 to 10:45 **Break**



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10:45 to 12:00

Session II – “Just what is Salesforce/Philanthropy Cloud?”

There has been much discussion regarding United Way Worldwide’s development of Salesforce/Philanthropy Cloud. This session will provide an overview of what it is and what it means to you and your United Way.

Tina MacVeigh, Sr. Vice-President, Senior Strategy Officer
Charles Wright, Senior Director of Strategy
United Way of Greater Cincinnati

12:00 to 1:30

Lunch

Special Presentation – “Welcome to Denial, OH”

Review of media campaign initiated and sponsored by the Nationwide Foundation challenging viewers not to live in denial about the Opioid Crisis in our own backyards.

Chad Jester, President
Nationwide Foundation

Remarks and Introduction of Keynote Speaker

Maria Heege, President & CEO
United Way of Greater Stark County and
Chair, Ohio United Way Board of Directors

Keynote Speaker – “What I Have Learned, One Year In”

Mary Sellers, President and CEO
United Way of America

1:30 to 2:45

Session III – “Small Town, Small Staff, Big Campaign”

There is more than one way to run a community-wide United Way campaign. Learn how a simple, but effective campaign plan that leaves no stone unturned, and is structured by how one makes the ask, can increase your campaign.

Dave Bezusko, Executive Director
United Way of Logan County

2:45 to 3:00

Break



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3:00 to 4:15

Session IV – Rapid Fire Learning

Learn in four, 20-minute TED Talk-style presentations on topics of interest to you and your local United Way.

➤ **“Cause-Driven Fundraising Events”**

Learn how you can organize cause-driven fundraising events that focus on a topical and timely subject to increase interest and revenues in your local United Way.

Garth Weithman, Sr. Impact Dir., Public Policy & Pride Leadership
Elissa Francis, Relationship Manager
United Way of Central Ohio

➤ **“Using Affinity Groups to Advance Your Brand”**

Many local United Ways are discovering the power of affinity groups and how they can draw in new donors, influence campaigns, and drive community impact in new and insightful ways.

Heather Light, Associate, Affinity and Association Campaigns
United Way of Greater Cleveland

➤ **“Rivals United”**

Explore how high school rivals join forces in a friendly competition to raise money for United Way and, in the process, provide students with a unique learning opportunity in how they can positively impact their communities.

Vicki Smith, Executive Director
United Way of Van Wert County

➤ **“Where Did My Donors Go? – Reconnecting With Facebook”**

Learn how to improve individual engagement and interact with lost donors even though you do not have current information.

J.R. Howard, Chief Executive Officer
Upic Solutions

4:15 to 4:30

Concluding Observations and Remarks

Steven C. Hollon, President & CEO
Ohio United Way