

2001 Mid-America Region Crossroads Conference
June 13-15, 2001

Registration Form

(Please complete both pages.)

Name _____ Title (check your primary role): <input type="checkbox"/> Executive Director <input type="checkbox"/> Campaign/Resource Development <input type="checkbox"/> Marketing/Communication <input type="checkbox"/> Allocations/Planning/Community Building <input type="checkbox"/> Finance <input type="checkbox"/> Administrative Support <input type="checkbox"/> Volunteer Management <input type="checkbox"/> Labor <input type="checkbox"/> Agency Relations <input type="checkbox"/> Human Resources	
Organization _____ Metro Size _____	
Address _____ City _____ State _____ Zip _____	
Phone () _____ Fax () _____ E-mail _____	
Please check if you are: A first-time attendee: <input type="checkbox"/> New to United Way one year or less <input type="checkbox"/>	
Conference Fee (please check one) <input type="checkbox"/> \$ 260.00 Full registration Early Bird (by May 13, 2001) <input type="checkbox"/> \$ 285.00 Full Registration (after May 13, 2001) <input type="checkbox"/> \$ 175.00 Thursday only, Early Bird (by May 13, 2001) <input type="checkbox"/> \$ 200.00 Thursday only, (after May 13, 2001) <input type="checkbox"/> \$ 125.00 Friday only, Early Bird (by May 13, 2001) <input type="checkbox"/> \$ 150.00 Friday only (after May 13, 2001) _____ <input type="checkbox"/> \$ 25.00 guest for Wednesday reception <input type="checkbox"/> \$ 40.00 guest for Thursday dinner (prime rib & chicken buffet, dancing, drink tickets, and snacks) (Guest Name: _____) <hr/> \$ _____ TOTAL (make checks payable to: <i>Ohio United Way</i>)	We are happy to accommodate any special needs (food, facility, or other). Please describe any special needs you may have: <input type="checkbox"/> Vegetarian meals <input type="checkbox"/> Other special needs: (describe)
Please indicate whether you will be requesting UWA flexible spending credits (NAV) reimbursement: <input type="checkbox"/> yes <input type="checkbox"/> no If yes, please complete the NAV travel reimbursement form, including executive director signature, and bring it with you when you register.	Mail form and payment to: Ohio United Way 88 E. Broad St., Suite 620 Columbus, OH 43215 Fax form to : 614-224-6597 _____
<input type="checkbox"/> Check if this form includes your check AND you have already registered by fax.	

**** Be sure to complete the Session Selection and Meal Confirmation Form, next page!**

2001 Crossroads Conference
Session Selection & Meal Confirmation Form...

(Please check all meals and sessions you plan to attend to be sure we have a place for you!)

Wednesday, June 13, 2001

Reception

Thursday, June 14, 2001

Breakfast & Opening Session

Breakouts (choose one)

- 2. What to Say
- 3. So How Did We Do? Community Impact: Using Data to Drive Decisions
- 4. Effectively Tapping the Future: Segmenting the Market to Reach the Under-
- 5. Being the Best of
- 6. UWA Professional Career Development (*New Session added!*)

Thursday Lunch & General Session

Breakouts (choose one)

- 7. It Begins in the Workplace: Campaigns 101 (part 2 of 2)
- 8. How to Think Results: Introduction to Outcomes (part 1 of 2)
- 9. Impactful Lessons: Lessons from Impact/Vision Councils and Beyond
- 10. We Say We Are, But Are We? Diversity/Inclusion Strategies

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12. CPO Roundtable, host Chris Amundsen, UWA Interim President (*New session added!*)

Breakouts (choose one)

- 13. Survey Says: Annual Research/Public Opinion Polls and Implications for Your UW
- 14. Getting to Results: Outcomes (part 2 – Implementation Stage)
- 15. FUNdraising & FRIENDraising: Special Events
- 16. Tough Decisions: Community Impact: Critical Funding Decisions
- 17. Working Together to Be the Best! Strategic Marketing Initiatives

Thursday Buffet Dinner – Staff Excellence Awards! Plus Dancing, Games and networking.
(Dress casual: jeans and funky or favorite college T-shirt.)

Friday June 15, 2001

Breakfast & General Session

Breakouts (choose one)

- 18. The Planned Gift: Introduction to Planned Giving (part 1 of 2)
- 19. Small Cities Discussions (Metros V and up)
- 20. Large Cities Discussions (Metros I-IV)
- 21. Perfecting the Task: Project Management
- 22. Competing for Airspace: Competition with Other Charities, Federations, Companies, and Unions

Breakouts (choose one)

- 23. It's More Than Just Us! Community Collaboration & Partnerships
- 25. It's Where We Need to Be: Online Pledging and Pledge Pro -Commerce
- 26. Getting Out of the Workplace Box: Reaching the Non-
- 27. Building the Plan: Planned Giving (part 2 of 2)

Closing Luncheon & General Session