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United Way
of Pennsylvania

June 22nd – Day One

10:00am: Opening Keynote in Silver Maple

This session will focus on Diversity, Equity, and Inclusion through a non-profit lens. This session will discuss how to frame DEI work as necessary for donors and community partners, how to involve vulnerable communities in our fundraising and impact work to ensure equitable and inclusive communities across Pennsylvania.

11:30: Regional Networking in the Aspen Room

12:00: Lunch served in the Aspen Room

1:00: Best Practices Spotlights in Silver Maple I

Local United Ways will volunteer to share to some of their best practices across the fields of Community Impact, Partnership Collaboration, Resource Development, Leadership Giving, and DEI work. This will spotlight Local United Ways who are leading the way in these areas and allow other United Ways to ask questions of their peers.

2:30: Break

2:45pm: Position Round Tables in Silver Maple I

Local United Way staff and CEOs will break into roundtables dedicated to certain aspects of the UW experience – CEO, Resource Development, Marketing, Community Impact, Leadership Giving, and others as needed. Members will be encouraged to visit other groups if their positions encompass more than one role.

4:00pm: Break

6:00pm: Reconvene for Membership Dinner (Room TBD)

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June 23rd – Day Two

9:00am: Opening Keynote in Silver Maple I

This session will focus on leading with a growth mindset and thinking strategically about opportunities for your United Way. We will focus on transformative leadership and splitting your focus between maintenance of your nonprofit and growth to serve more of your community successfully. Local United Way CEOs will learn how to focus on both big picture and smaller day-to-day tasks.

10:30am: Break

10:45am: Breakouts

1. Volunteer Recruitment/Volunteer Retainment (Silver Maple II)

This session will focus on recruiting volunteers through community partners, workplace campaigns, people who are engaging through digital giving, and people who participate in leadership giving. Then the session will go over how to keep these volunteers engaged in your organization by giving them meaningful opportunities.

2. Fundraiser or Fun-raisers: Planning for Events (Silver Maple III)

There are many reasons to hold events – to support your community partners, shine a spotlight on a critical issue, and/or to raise funds for your United Way. This session will focus on strategically planning your event to make sure your staff is getting adequate Return on Investment (ROI) for events planned, as well as talking about the different kinds of events your United Way can plan.

12:00pm: Lunch (The Aspen Room)

1:00pm: Lunch Keynote Speaker (The Aspen Room)

- The Strategic Future of PA 211
This session will focus on a discussion of 211's Strategic Future and how it coincides with a growth mindset for Local United Ways. We will discuss strides we've made towards making 211 accessible for people who need it, plans to continue advocating for 211 to legislators and stakeholders, and strategically picking partners who will align with 211's goals to promote the United Way network and nonprofits across the state.

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2:45pm – Breakouts

1. **UWP Public Policy (Silver Maple II)**

Our Public Policy team is working all year round to advocate for the PA Network's priorities. Join the Public Policy team to learn about the how and why of our advocacy around ALICE, high-quality childhood education, EITC, and how your local United Way can advocate on a local, statewide, and federal level.

2. **Community Impact Program Development (Silver Maple III)**

This mediated discussion will feature you as local United Ways. Questions will be prepared focused on how local United Ways start their Community Impact Programs, who those programs are targeted toward, whether or not they erase disparities and inequity, and how these programs are funded through grants and donations.

4:00pm – Breakouts

1. **Mission Centered Marketing**

Explaining **what** our United Way network does is the most important, and sometimes hardest, part of our work. We are community conveners dedicated to bringing our community together to help our most vulnerable members. We are leaders and thinkers – now how do we *show* that in our marketing? This session will give you helpful tips about implementing mission centered marketing in your area.

2. **Recruiting for Diversity**

This session will discuss about how to make your United Way inclusive and welcoming for all to attract diverse staff, board members, partners, and volunteers. Diversity means your organization will be more vibrant, come up with better and more unique ideas, and reflect the community you're serving. The speaker will share concrete steps your United Ways can take to evaluate the culture of your organization and shifts you can take to make inclusivity part of your culture.

6:00pm – Improv Comedy Night with Dinner (TBD)

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June 24th – Day Three

9:00am: Idea Exchange Roundtables (Silver Maple I)

This roundtable event will be our final networking opportunity for the conference. It'll be a chance to match up based on the themes raised during the conference (Diversity, Equity, and Inclusion, Transformative Leadership, Marketing and Resource Development, Strategic Planning, and Community Impact Best Practices) and share thoughts, ideas, and lessons learned through the conference.

10:30: Closing Keynote: Creating Systematic Change (Silver Maple I)

Our last Keynote will focus on Systematic Change and offer energizing examples of moments in history where change was seized as an opportunity to grow. It will inspire our United Ways to continue to work in their communities with the goal of dismantling barriers and enabling new paths to success for our communities.

11:45 End of Conference

12:00pm – Lunch for Board Members and then UWP Board Meeting (Red Pine Library)

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