

United Way of Pennsylvania Conference 2022

Leading Through Change
June 22nd - 24th



United Way
of Pennsylvania



Sponsors

Thank you to our sponsors who helped make this conference happen!



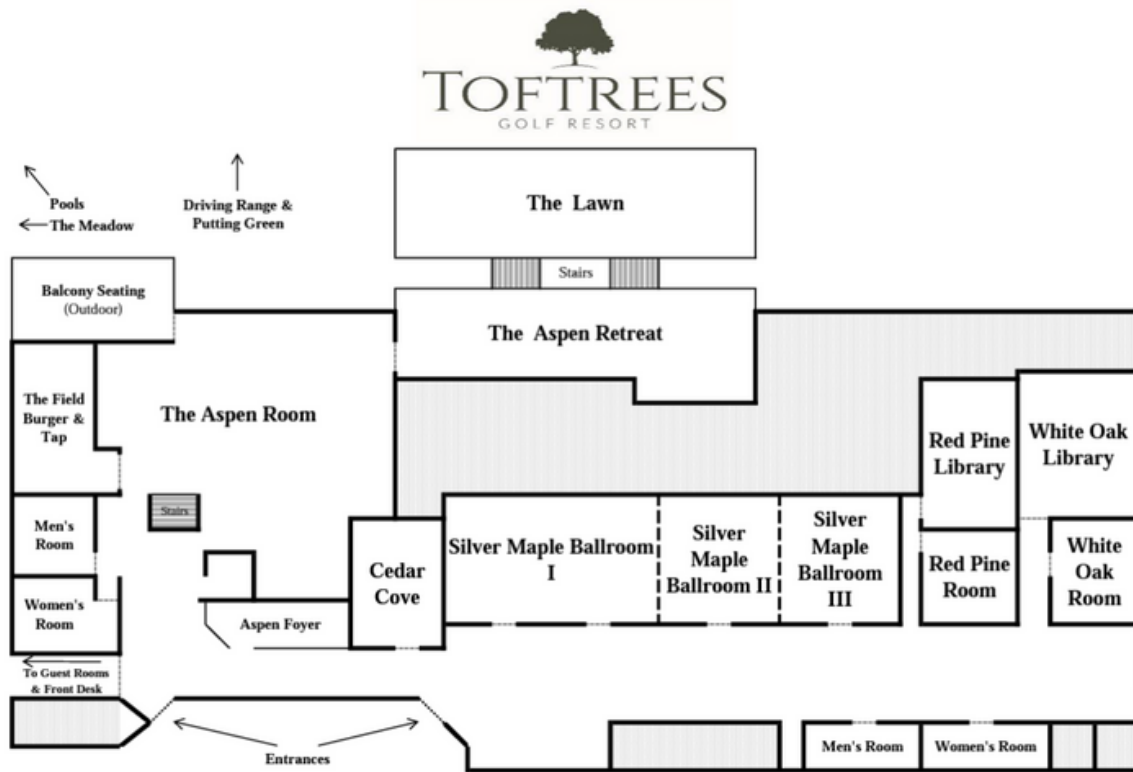
United Way
of Chester County

The GiveGab logo features the word "Give" in blue and "Gab" in orange, both in a bold, sans-serif font.

GiveGab

Logistics

Toftrees Golf Resort



Toftrees Golf Resort
1 Country Club Lane
State College, PA 16803
Toll Free: 800-252-3551
Local: 814-234-8000
Fax: 814-238-4404

Parking available

Keynote Speakers

Jason Browne

Jason has entertained and inspired people all over the world. With a Masters of Business Administration from Penn State University, Jason creates laughs as a member of a U.S.-based Improv company, reaches millions of people around the world monthly as a partnered Facebook content creator, and charms the airwaves as a radio personality on an award-winning radio show.

Jason Browne has been a voice regarding Diversity, Equity, Inclusion, & Belonging since 2014. Among other successes, he has served on the DEI Finance & Business Board for Penn State, served as member of the 2020 Community Oversight Board providing guidance on police and community relations, and provided dozens of talks & breakout sessions to Rotary Clubs on membership, DEI and identity. Recently, he has a lead breakout session on DEI Roadblocks to an international crowd at Rotary International's 2022 Convention.

In his spare time, of which there is very little, he pretends he has skill at playing basketball, enjoys making music, finds peace while kayaking on a summer's day, and desperately attempts to get his three-year old niece to like him.

Jason loves to create meaningful change and have fun along the way. His motto: Use what you love to fight what you hate.



Aaron Proietti, Today's Innovator

Aaron Proietti is the author of the book *Today's Innovator* and founder of a company by the same name working to help organizations unlock their potential to drive meaningful change. Aaron is an innovation expert with seventeen years of experience innovating in complex systems. Aaron views innovation not as an activity, but as a core organizational competency that must be developed, led, and nurtured within individuals, teams, and organizations. Aaron has spoken at numerous conferences on topics related to change agency, technology trends, innovation leadership, innovation strategy, and culture change. Aaron currently serves on the boards of the United Way of Chester County in Pennsylvania as well as YMCA Camp Cory in Western New York.



Keynote Speakers

Kristen Rotz, United Way of Pennsylvania

Kristen Rotz, who began her position as President of the United Way of Pennsylvania in October 2014, is an experienced nonprofit association leader. She believes United Way is integral in bringing key stakeholders together from every sector to build solutions to community problems, and to build equitable, healthy communities. Kristen has advocated for many human services programs throughout her career, and understands how to influence policy in Harrisburg. In addition to her role at United Way of Pennsylvania, she is also Executive Director for PA 211.



Tammy Miller, Tammy Speaks

Tammy Miller is in the business of changing lives! She is the President and CEO of Tammy Speaks and Tammy Miller Auctions where she is an Auctioneer, international speaker, author and speech coach, and a Realtor® with Keller Williams Realty. Tammy is a Past International Director and Accredited Speaker of Toastmasters International and a member of the PA Auctioneers Association and National Auctioneers Association. As a speaker her topics relate to Communication and Presentation Skills, Leadership, Humor and Healing, Business & Dining Etiquette and Motivation. She is the author of four books and contributing columnist to national and international publications.



In 2018, Tammy served as the Co-Chair for the Centre County United Way campaign, successfully raising over 1.85 million to surpass the campaign goal. Her community service also relates to breast cancer causes including the PA Pink Zone and the PA Breast Cancer coalition as a speaker and event emcee, and many organizations for which she serves as a professional benefit Auctioneer.

You can learn more about Tammy at TammySpeaks.com or TammyMillerAuctions.com.

Wednesday June 22nd

8:30am: Registration Open

10:00am: Equity and Inclusion in the Nonprofit World

Silver Maple I: Opening Keynote, Jason Browne

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 and how to create connections with vulnerable communities in our fundraising and impact work to ensure equitable and inclusive communities across Pennsylvania.

11:30am: Regional Networking

Aspen Room

Local United Ways will have time to network regionally over lunch with other United Ways from their area.

12:00pm: Lunch Served

Aspen Room

1:00pm: Best Practices Round Robin

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.

2:45pm: Position Round Tables

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.

6:00pm: Membership Dinner

Aspen Room: State of the Membership, Kristen Rotz

Thursday June 23rd

8:30am: Registration Open

9:00am: Leading Innovation in a Disruptive Environment

Silver Maple I: Morning Keynote, Aaron Proietti

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.

10:45am: Breakout Sessions

Volunteer Recruitment/Volunteer Retainment

Silver Maple II: Denise Herr McCann, Centre Helps

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.

Fun-raisers or Fundraisers: Planning for Events

Silver Maple III: Kim Amsler, United Way of Pennsylvania

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 United Ways can plan.

12:00pm: Lunch

Aspen Room

1:00pm: The Strategic Future of PA 211

Aspen Room: Lunch Keynote, Kristen Rotz

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.

Thursday June 23rd

2:45pm: Breakout Sessions

UWP Presents Public Policy and Advocacy

Silver Maple II: Phil Falvo, United Way of Pennsylvania

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.

Community Impact Program Development

Silver Maple III: Facilitated Discussion led by Amanda McNaughton United Way of Pennsylvania

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: Breakout Sessions

Mission Centered Marketing

Silver Maple II: Jase Gibbons, THON

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.

Recruiting for Diversity

Silver Maple III: Jason Browne

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: Dinner

Aspen Room: Entertainment by Happy Valley Improv

Friday June 24th

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.

10:30am: Creating Systematic Change

Silver Maple I: Closing Keynote, Tammy Miller

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.

11:30am: Closing Words

Silver Maple I: Kristen Rotz

12:00pm: UWP Board Meeting

Red Pine Library



**United Way
of Pennsylvania**



Thank you!

United Way of Pennsylvania is thrilled to continue to offer support and education to our members at our 2022 conference. We hope you enjoy your time here!

For information about Flex Credit Reimbursement, please scan the QR Code or go to:
<https://bit.ly/FlexCredit2022>



To complete a survey about the event, please scan the QR code or go to:
<https://bit.ly/2022UWPEval>

