

Campaign 2011/2012 Goals

Business Division:

Desired Community Condition

- To increase self-sufficiency of individuals and families.

Strategies

- To inform the community about what we're doing to create lasting change by increasing the number of educational opportunities by 20%.
- To invest in programs that help families meet their basic needs while gaining the financial capability to plan for and accomplish their long-term financial goals.
 - We need 50% of the businesses that we contact to invest in our mission through corporate donation.
 - We need 75% of the businesses that we contact to have employee campaigns.
 - And of those campaigns, we need a minimum of 51% of the employees to participate.

Government Division

Desired Community Condition

- To create a brighter future for children within Muskingum, Perry, and Morgan Counties.

Strategies

- Increase partnerships with government agencies by 33%.
- Provide a minimum of ten educational opportunities within government agencies throughout Muskingum, Perry, and Morgan Counties.
- Provide alternative fund-raising opportunities, such as corn-hole tournaments, box lunch sales, bake sales, and Ohio State days.

Education Division

Desired Community Condition

- To provide enriched educational environments both in and out of the classroom so that youth become productive, thriving individuals.

Strategies

- Partner with youth through service groups and organizations at **all** area schools.
- Have current donors share their story with fellow colleagues to encourage others to invest in this change through United Way.
- Increase campaign participation of area schools to 80% (increase of 6% over last year).

Special Services

Desired Community Condition

- To increase community support and resources through partnerships with faith based organizations, United Way agencies, and area service clubs.

Strategies

- Increase Live United Sunday church participation by 200%. Last year we had 6 local churches participate.
- Partner with faith based organizations and United Way agencies to reach at least 171 churches/congregations.
- 100% participation of United Way agency boards and staff in the United Way campaign.
- Provide a minimum of five educational opportunities for area service clubs.
- Partner with a minimum of four service clubs or organizations through projects or investment.

Zane Grey/Individuals & New Leadership

Desired Community Condition

- To increase our capacity for positive change by expanding partnerships.

Zane Grey/Individual Strategy

- To have 10% of the area population (13,719 people) “touched” by United Way through service or investment.

New Leadership Strategy

- To expand individual investors by 20%.

Campaign Reporting

- Progress on educational opportunities and partnership goals
 - Updated bi-weekly on website
- Mid-campaign status report
 - Emailed to investors by November 18, 2011
- Final campaign status report
 - Delivered March 2012