

**United Way Mission:** *Uniting caring people to build pathways out of poverty, thereby improving individual lives and the community.*

**Women United Vision:** *Supporting school success for children and financial stability for women.*

## **Business Goals**

- Oversight of yearly Women United funding disbursement
- Establish collaborative relationships with Women United agency partners

## **Strategic Directive**

Create mutually beneficial relationships with current agency partners and provide oversight for Women United funding disbursement.

## **Primary Responsibilities**

- Develop funding criteria and guidelines to address Women United priorities (if applicable)
- Participate in RFP review and selection process (if applicable)
- Recommend program funding to the Women United Steering Committee (if applicable)
- Monitor grant performance to ensure accountability and results
- In partnership with United Way community impact staff, develop relationships with current agency partner staff
- Communicate success stories to members and prospects through United Way communication channels
- Plan meaningful volunteer opportunities for members and prospects with our current agency partners

## **Member Responsibilities**

- Annual minimum gift of \$1,000 to Women United
- One-year commitment to serving on the committee (unless you are a co-chair)
- 75% attendance at monthly committee meetings & Women United events; total monthly time commitment of 1-4 hours
- Advocate for Women United and the mission and vision of United Way
- Provide direction, oversight and execution of the annual Women United engagement plan
- Promote Women United within your personal and professional networks to increase awareness in the community

## **Desired Skill Set**

- Experience or interest in grant management, relationship management/sales and/or volunteerism
- Passion for Women United and the mission and vision of United Way
- Commitment to making a difference and lasting contribution to the community
- Desire to connect with other individuals of similar interests and influence
- Willingness to ask others to invest in United Way

## **Contact**

Anne Pole  
Individual Giving Manager  
Greater Twin Cities United Way  
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612-340-7670

**United Way Mission:** *Uniting caring people to build pathways out of poverty, thereby improving individual lives and the community.*

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## **Business Goals**

- Membership Engagement
- Membership Retention and Growth
- Prospect Engagement
- Increased Giving

## **Strategic Directive**

Responsible for developing and executing engagement opportunities through communications and events for existing and potential members of Women United.

## **Primary Responsibilities**

- Support the execution of 2019 Women United events
  - Cocktails & Conversation
  - Signature Event
  - 2+ impact luncheons or breakfasts
- Develop measurable goals to track progress
- Maintain assessment of events' success
- Evaluate events based on feedback from attendees/event survey
- Identify and implement membership retention and growth strategies for Women United
- Develop and foster personal relationships with members of Women United
- Increase visibility and awareness of Women United in the community

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## **Desired Skill Set**

- Interest in event planning and/or communications/marketing
- Goal and detail oriented; ability to connect event tactics to overall event strategy and goal
- Passion for Women United and the mission and vision of United Way
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