

One Network. One Brand.
One Voice.

UWI Annual Meeting 7.18.17



“We are more than the fundraisers. We are the hand raisers. The game changers.”

Brand Credo

United Way fights for the health, education, and financial stability of every person in every community.

Local Message Evolution

United Way Worldwide

- shift in voice from passive to active
- simplified and energized copy
- leveraged “common-good” ethos
- donor-centered communications

National Human Services Assembly

- expand definition beyond charity and direct services
- shift focus from individual to community
- shift from individual challenges to systemic concerns

Local United Way
Message Evolution:
**What is the local
challenge you are
fighting to
overcome?**

United Way of Metro Chicago Brand Evolution



This is my city.

- United Way of Metro Chicago builds strong neighborhoods.
- We're not selling social services (social service program support and capacity building in neighborhoods is how we get there), we're selling thriving families, safer streets, increased employment, better schools, healthy kids and a region where people want to live and raise families.
- We're selling a better Chicago.
 - Appealing to people's civic pride, love for Chicago, and genuine disappointment and frustration with the state of our city and state.
 - Presenting United Way as the best solution to that frustration – a gift to United Way is the best philanthropic choice for someone who wants to help strengthen the Chicago region.

This is our city.



This is my city.

UNITED, WE FIGHT VIDEO



This is our city.

Message Takeaways (from UWW research)

Epic approach to storytelling is critical

- Because the video was praised for its “movie-like” quality in terms of telling a story and taking respondents on an emotional journey, our video treatments will continue with this style

Depicting raw reality is the key to getting people to take action

- Stories need to make people feel uncomfortable in order to motivate them to get involved.

Enhance problem-solution story

- While the creative needs both “The Fight” (stark reality) and “The Win” (UW helping people) to be successful, the latter will get an additional creative treatment to push its emphasis
- Additionally, video/TV creative will see a cinematic transition in the story arc. Content will continue to be dark, raw and desaturated during the “fight” scenes, but then the “win” scenes to enhance the positive impact being created

Fight For vs. Fight Against

- In future messaging, “fight against” language should not exist alone – it should be in the context of “fight for” messaging otherwise respondents will interpret a negative connotation from the message and their understanding of UW’s mission will be more limited.





What is DSOG?

- Digital Services Operating Group
- An email and social media marketing campaign
- A new tool in a digital communications toolkit
- **Goal:** All of our communications across the network become consistent in look and feel, but the content is local.

What is DSOG?

Centraide of Greater Montreal
Greater Twin Cities United Way
Mile High United Way
United Way Bay Area
United Way of Calgary and Area
United Way of Central Carolinas
United Way of Central Indiana
United Way of Central Ohio
United Way of Greater Atlanta
United Way of Greater Cincinnati
United Way of Greater Houston
United Way of Greater Kansas City

United Way of Greater Milwaukee &
Waukesha County

United Way of Greater St. Louis

United Way of Massachusetts Bay and
Merrimack Valley

United Way of Metro Chicago

United Way of the National Capital Area

United Way of New York City

United Way of Northeast Florida

United Way of Salt Lake City

United Way Suncoast

United Way of Toronto and York Region



Make Your Moment (2016)



makeyourmoment.org

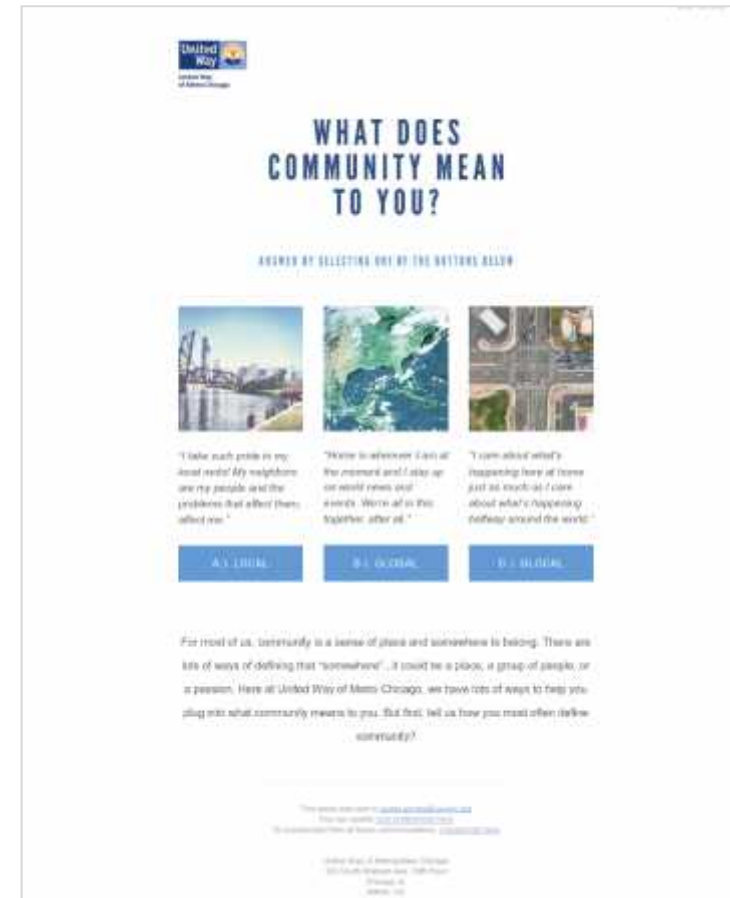
Donor Journey – Welcome

- We started with a question, kicking off the start of a journey with our users: Current donors, lapsed donors and new leads.
- The donor journey approach personalizes content to audience segments with the objective of guiding the donor through stages of: awareness, interest, enlightenment and commitment to United Way's work.



Donor Journey - Community

- We asked our users how they think about and identify with their community.
- Series of 3 emails:
 - Place (Local/Global/Glocal)
 - People (Family/Friends/Co-workers)
 - Interest (Stronger Neighborhoods, Thriving Kids, Stable Individuals and Families)



Donor Journey - Impact

- Based on identified interests in the Community phase, we drove users to local and global stories.
- Series of 3 emails



Donor Journey – Investment

We remind users of the impact they can make, and how they can invest in the future of their communities.

Within Bay Area, there were

191,626

calls answered with 159,644 calls, 414,000 minutes
from 100,000+ people in 100+ cities

The only thing that warms our hearts more than proof of impact through numbers, is proof of impact through people.

SEE WHAT WE MEAN

Donor Journey – Social Media

Utilize library of social media assets generated by UWW (as needed)



PLACE YOUR FOOD DONATIONS
BY YOUR MAILBOX
SATURDAY MORNING!



Why Digital? Why Now?

- We need to catch up.
- We need to better engage with our supporters where they are interacting, and do so in ways that are meaningful to them – and at scale.
- Digital media tactics enhance our most utilized and successful traditional communication and marketing tools.
- We avoid talking *at* our supporters – we use digital tools to start a conversation *with* our supporters.
- We continuously test, monitor trends and optimize our digital presence – metric based decisions.
- Ultimately, the goal is to increase dollars raised, retain current donors and grow the base.

Progress So Far

- Year one results (aggregate results from first cohort)

2015 Donor Tier	Retained Donors	Avg 2015 Pledge	Avg 2016 Pledge	% Increase	Total 2016 Increase
1-999	133,842	\$196	\$218	11.4%	\$2,990,907
1K-10K	22,628	\$1,996	\$2,074	3.9%	\$1,768,224
10K-25K	1,489	\$12,175	\$12,321	1.2%	\$217,945
25K-100K	283	\$35,827	\$34,528	-3.6%	(\$367,558)
TOTAL	158,242	\$629	\$659	4.6%	\$4,609,518

- Year two results (aggregate across all 22)
 - Delivered 2.3 million emails, with a 63% read rate (industry standard = 17%)
 - Acquired nearly 9000 new leads in first month of lead gen advertising
 - Email append generated 300k new email addresses
- Opportunity for consistent e-communications
- Shared learnings across LUWs

Looking Ahead

- Get more Local United Ways on-board
 - More to come from UWW regarding pricing and benefit tiers
- Project Rubicon
 - UWW's answer to Benevity and other third-party processors
 - One-stop shop to an individual's entire philanthropy
 - More to come from UWW
- One brand, one voice
 - Communications will all have the same look and feel
 - Assets for campaigns
- Work through how we'll use the data we've collected to better measure success with a consistent narrative



Questions?