

United Way
2008 Community Leaders Conference

CORPORATE PARTNER EXPERIENCE

The Community Leaders Conference is designed to bring together volunteers—from corporations, volunteer centers, partner agencies and community leaders—with United Way staff to find out what it means to Advance the Common Good and how to extend the invitation to LIVE UNITED by giving, advocating and volunteering.

What you won't want to miss:

- Hear from renowned leaders and thinkers in business and community development
- Participate in engaging curriculum that will enhance your understanding and work with United Way
- Learn practical solutions that you can integrate in your campaign and community work
- Build relationships with other United Way campaign managers and volunteers that share similar vision and values
- Attend the NCL Advisory Council meeting open to all NCL companies on May 14 from 9:00 a.m. to 2:00 p.m.
- Celebrate the United Way Spirit of America® and Summit Awards Gala on May 15 from 6:30 to 9:00 p.m.

What you'll gain:

- A deeper understanding of United Way's work and how to reframe discussion around education, income and health
- Communication and messaging tools to build alignment around the LIVE UNITED campaign
- Strategies to engage employees, community partners and the public with United Way by giving, advocating and volunteering to improve communities
- New perspectives through peer-to-peer learning and networking events

What you'll enjoy in Baltimore:

- Host City Preakness Party at the Baltimore National Aquarium
- Wonderful restaurants and shops within walking distance at the Inner Harbor
- Orioles vs. Red Sox baseball (May 13 evening)



“LIVE UNITED makes clear that all of us have a stake in each other's success and that all people, no matter their position or means, have a role to play in advancing the common good.”

Brian Gallagher
 President and CEO
 United Way of America

**To find out more or to register for the conference,
 visit www.unitedway.org/clc/ncl**

2008 UNITED WAY CLC SPEAKERS		
Archbishop Desmond Tutu	Bill Toliver Managing Director, The Matala Line	Brian A. Gallagher President and CEO, United Way of America
Bill George Former CEO Medtronic and Best-selling author	Dr. Paul Light Professor of Public Service, NYU	
Sheela Murthy Founder, President and Managing Attorney Murthy Law Firm	Michelle Rhee Chancellor Washington, D.C. Public Schools	
	Ralph Smith Senior Vice President, The Annie E. Casey Foundation	



CORPORATE LEARNING LABS

The Community Leaders Conference will feature 60 Learning Labs—including Advancing the Common Good Issue Areas in Education, Income, Health and targeted learning to help with your workplace campaign.

Year-round Communications With and Within Corporate Partners

Why do you buy a certain product? Why do you invest with a certain bank? Why do you give to United Way over other noteworthy charities? The answer, in part, is COMMUNICATION. We base the decisions we make, whether it is which toothpaste to buy or which charity to invest with, on what we know about the company and/or its products. The only way to educate people about United Way and its focus on Advancing the Common Good is through COMMUNICATION. And not just once or twice, but it must be a continual flow of informative information. Come to this session to hear from companies that are tapping into electronic tools to communicate and learn about the types of messaging they use. You will also learn about the national tools that United Way has to offer regarding messaging, success stories, etc.

After this session, participants will be able to:

- Develop an effective year-round communications plan.
- Use innovative communication tools.

Year-round Engagement and Recognition with Corporate Partners and Their Employees

Stuck in a rut when running an annual employee giving campaign? Looking for ways to invite your employees and customers to experience United Way's work to advance the common good? This engaging and informative session will explore ways that companies and their employees can LIVE UNITED and experience United Way in a whole new way. You will hear from National Corporate Leader champions that are promoting GIVE, ADVOCATE AND VOLUNTEER.

After this session, participants will be able to:

- Identify new ways for employees to experience United Way outside of the campaign.
- Develop a plan to engage employees throughout the year.
- Create opportunities for employees to LIVE UNITED in the community.

Excellence in Corporate Philanthropic Leadership: 2008 Spirit of America® and Summit Winners

Looking for innovative campaign strategies and tactics? Want the scoop on how this year's winners achieved excellence in their campaigns? Then this workshop is for you! It's jam-packed with ideas for any size campaign and is delivered in a fresh, fast-paced and fun style. You're sure to leave with a smile on your face, your arms filled with best practices and your brain racing ahead to your own campaign! Discover how these award-winning companies applied best practices to achieve success. This program will be especially beneficial to corporate partners, volunteers, CEOs, community leaders, campaign chairs and resource development staff.

After this session, participants will be able to:

- Identify ways to partner with United Way beyond campaign.
- Describe strategies to implement in their own companies/communities.
- Implement promising practices.

Philanthropic Intersections— Partnering with Corporations to Advance the Common Good

How does the United Way impact agenda, Advancing the Common Good through education, income, and health, fit into our corporate mission/vision? As a United Way leader in my company, what can I do to find alignment and opportunities for philanthropic partnership? This session is targeted to new, as well as seasoned, corporate leaders. It will provide valuable tools and information to find alignment between corporate goals and the United Way impact agenda and partnering for mutual success. You will also hear from National Corporate Leaders about how they are thinking differently about their United Way relationships and promoting their partnerships to consumers.

After this session, participants will be able to:

- Identify opportunities for partnerships beyond campaign.
- Find ways to align the United Way impact agenda with the company's business mission.
- Promote a United Way relationship with the consumer base.

PROGRAM-AT-A-GLANCE (as of March 26, 2008)

United Way
2008 Community Leaders Conference
 MAY 14 - 16 BALTIMORE, MARYLAND



	Tuesday, May 13	Wednesday, May 14	Thursday, May 15	Friday, May 16
Registration		7:00 a.m. - 5:00 p.m.	7:00 a.m. - 5:00 p.m.	
Exhibits/ Cyber Café		8:00 a.m. - 5:00 p.m.	8:30 a.m. - 5:30 p.m.	
Morning	8:00 a.m. - 5:00 p.m. WLC LEADERSHIP FORUM INCULSION WORKSHOP ANCILLARY MEETINGS	8:30 - 9:30 a.m. ANNUAL MEETING 10:00 - 11:30 a.m. CEO/CVO Summit 8:00 a.m. - 2:00 p.m. NCL ADVISORY COUNCIL MEETING (open to all NCL companies) TBD SUMMIT AWARD WINNERS SESSION (held during the Council Meeting)	7:00-8:30 a.m. GENERAL SESSION WITH CONTINENTAL BREAKFAST • Keynote: <i>Archbishop Desmond Tutu</i> 9:00 - 10:15 a.m. LEARNING LABS PHILANTHROPIC INTERSECTIONS (Partnering to Advance the Common Good) 10:15 - 10:30 a.m. NETWORKING BREAK 10:30 - 11:45 a.m. LEARNING LABS SPIRIT OF AMERICA BEST PRACTICE SESSION	9:00 - 11:00 a.m. CLOSING GENERAL SESSION AND BREAKFAST • Keynote: <i>Sheela Murthy, Founder, President, and Managing Attorney, Murthy Law Firm</i> • Keynote: <i>Bill George, Professor of Management Practice, Harvard Business School and Author, True North, Discover Your Authentic Leadership, and Former CEO, Medtronic</i> 11:00 a.m. DEPARTURES BEGIN
Afternoon	12:00 - 5:30 p.m. NCL ADVISORY COUNCIL MEETING	LUNCH WITH COUNCIL 1:30 - 2:30 p.m. Newcomers Session 3:00 - 5:00 p.m. OPENING GENERAL SESSION • Keynote: <i>Brian A. Gallagher, President and CEO, United Way of America</i> • Advancing the Common Good: <i>Dr. Paul C. Light, Professor of Public Service, NYU; Michelle Rhee, Chancellor, D.C. Public Schools; Ralph Smith, Senior Vice President, The Annie E. Casey Foundation</i>	12:00 - 1:30 p.m. LIVE UNITED LUNCH • Keynote: <i>Bill Toliver Managing Director The Matala Line</i> 1:45 - 3:00 p.m. LEARNING LABS YEAR-ROUND ENGAGEMENT & RECOGNITION OF CORPORATE PARTNERS & EMPLOYEES STRATEGIES FOR INCREASING RESOURCES UNDER MANAGEMENT 3:00 - 3:15 p.m. NETWORKING BREAK 3:15 - 4:30 p.m. LEARNING LABS YEAR-ROUND COMMUNICATIONS WITH CORPORATE PARTNERS	
Evening	9:00 p.m. - midnight NCL HOSPITALITY SUITE	6:30 - 8:30 p.m. HOST CITY EVENT <i>National Aquarium in Baltimore</i> 9:00 p.m. - midnight NCL HOSPITALITY SUITE	6:30-9:00 p.m. AWARDS GALA • Beirne Award • Spirit of America Award • Summit Awards 9:00 p.m. - midnight NCL HOSPITALITY SUITE	