

# JUNE 26-27, 2007 United eWay CORPORATE CONNECTIONS FORUM

Join *Cynthia L Hunt* from *PricewaterhouseCoopers Chicago*, the Chair of this year's United eWay Corporate Connections Forum on June 26-27.

engage.

United eWay is the United Way movement's technology solution to advance philanthropy in corporations, nonprofits and among individuals. It's the only solution that combines technological expertise with community knowledge. United eWay was designed in support of United Ways' commitment to mobilize communities and improve lives.

The **2007 United eWay Users' Conference** is the premier venue to focus on maximizing the philanthropic potential of your employees, customers, and constituents. During the 1.5 day CORPORATE CONNECTIONS FORUM, corporate community leader representatives from several industries will share their experiences in three major areas of focus:

- **Engaging your employees and constituents (customers, vendors, partners, etc) in your community goals**
- **Maximizing ROI of your philanthropic initiatives**
- **Leveraging technology to improve efficiency and overall results**

The Corporate Connections Forum will be a valuable experience for corporate representatives regardless of whether they use United eWay solutions. This forum is the only venue designed to focus on leveraging the caring power of employees.



#### WHO:

This session is designed for Corporate professionals, both users and non-users of United eWay solutions.

#### WHEN & WHERE:

Tuesday, June 26, 2007 3.00pm- Wednesday, June 27, 2007 4.00pm  
Chicago City Center Hotel. Chicago, IL

#### REGISTRATION:

<http://unitedway.org/eway/conference>

United eWay 

# Corporate Connections Forum

## United eWay

June 26-27, 2007  
Chicago, IL

### *PRELIMINARY AGENDA*

#### **Tuesday, June 26**

**3:45 – 5:00 pm**

**Town Hall Meeting** – Brian Gallagher, CEO of United Way of America, and Michael Schreiber, CEO of United eWay, review the performance of the United eWay organization, the expansion of the product suite, and a summary of the outcomes of the 1-day United eWay Strategy & Vision Forum

#### **Wednesday, June 27**

**8:30 – 9:30 am**

**Solution Roundtables** – providing an in-depth look at existing solutions available via United eWay to help corporate partners achieve impact

**9:30 – 10:45 am**

**Corporate General Session** – Cynthia L Hunt formally welcomes the attendees of the Corporate Connections Forum and shares the activities of her organization, PricewaterhouseCoopers.

Farron Levy, CEO of Cost Benefit Systems, introduces True Impact, a solution aimed at helping maximize the Return on Investment (ROI) of your philanthropic activities.

**10:45 - 11:00 am Break**

**11:15 – 12:30 pm**

**Panel Session** – leveraging technology to address philanthropic business needs.

**12:30 – 1:00 pm LUNCH**

**1:15 – 2:45 pm**

**Case Study – USAA**

**3:00 - 4:30 pm**

**Focus on Online Campaigns** – Topical breakouts focused on best practices that lead to successful campaign execution. Specific discussions will cover the timing, talent and resources to put against: overcoming campaign implementation barriers, communications, security, reporting and data-gathering.

**4:30 Corporate Connections Forum Closing Session**



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