

Volunteer Engagement for a Local United Way

Goal : To help achieve the United Way's mission by incorporating Volunteer Engagement as a ***core business strategy***

Key Strategies

- 1. Community Development** – Improve lives and change community conditions in the key focus areas of Education, Income and Health by mobilizing volunteers, as well as financial resources

- 2. Resource Development** – Generate and grow investments in United Way by engaging and retaining volunteers and donor organizations

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Key Strategies (continued)

- 3. Communications Development** – Communicate effectively and deepen relationships with select audiences, residents and organizations across the service area to engage volunteers and to increase volunteer recognition

- 4. Volunteer Engagement** – Build and deepen United Way volunteer capability, community impact and quality of experience by increasing volunteer recruitment, effective engagement, volunteer career development, recognition and satisfaction

Plan developed to fully implement strategies