

Issue-Focused Strategies & Methods

Impact/Investment

Convene Organizations Working on Your Issue

Bring together funded and non-funded organizations addressing your issue to align and coordinate efforts.

Methods:

- Hold Summit
- Broaden Partners
- STOP Staff Participation in Non-Issue Committees

Invest in Programs That Change Your Issue

Fund or implement programs that will change your issue and achieve your bold goal.

Methods:

- Use an Issue-Specific RFP
- Use a Metric-Specific RFP
- Use a Program RFP
- Create an Initiative
- Create a Collaborative
- Implement Collective Impact
- Transition Your Funding
- STOP Using Categories
- STOP Non-Issue Funding
- STOP Entitlement Funding

Measure & Report Your Results

Measure and track your progress toward your bold goal, and report the results you are achieving addressing your issue.

Methods:

- Communicate Results
- STOP Partner Agency Results Reporting

Resource Development

Align Your Campaign Efforts

Transform your workplace campaign efforts, allowing your donors to give to address your issue.

Methods:

- Hold Year-Round Campaigns
- Replace Campaign Goal
- STOP Campaign Kickoff/Celebration
- STOP Designations
- STOP Using Thermometers

Obtain Additional Resources

Identify and secure diversified resources, such as private, community, and government grants, and corporate sponsorships, to fund your investments that address your issue.

Methods:

- Offer an Alternative Giving Opportunity
- Obtain Corporate Sponsorships
- Seek Grants
- Hold an Issue-Focused Event
- STOP Unrelated Events

Resource Development - Continued

Develop Internal Capability & Capacity

Ensure sufficient board, staff, and volunteer capability and capacity exist to implement your issue-focused efforts.

Methods:

- Provide Issue Training for Staff
- Recruit Staff for Your Issue
- Recruit Board & Volunteers for Your Issue
- Hire a Grant Writer

Marketing/Engagement

Increase Issue Awareness & Understanding

Increase donor and community awareness of the significance and prevalence of your issue in your community.

Methods:

- Promote Your Issue
- Hold a Community Forum
- Develop an Issue Website

Look Issue-Focused

Transform all of your United Way's messaging to include your issue focus.

Methods:

- Develop a Laser Focus
- Connect Your Issue to United Way
- Create a Call to Action
- STOP Promoting Partner Agencies/Programs
- STOP Promoting Internal Processes

Provide Engagement Opportunities

Offer opportunities for people to directly volunteer and be engaged with your United Way to address your issue.

Methods:

- Provide Issue-Focused Affinity Group
- Offer Direct Volunteering
- Engage Using Social Media
- STOP Peer Giving Groups
- STOP Pass-Through Volunteering

Include & Inform Partner Agencies

Work together and proactively communicate with partner agencies about changes as your United Way moves forward with an issue focus.

Methods:

- Host a Partner Agency Roundtable

Governance

Empower Your Board

Structure your board membership and your board meetings to support your issue focus.

Methods:

- Create an Issue-Focused Agenda
- Provide Issue Training for the Board
- STOP Report-Outs