

# LIVE UNITED



United Way of the Big Bend

## Women United Council and Committee Overview

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**Mission for Women United:** To utilize the skills and talents of the Big Bend's women leaders and cultivate future women leaders who will positively transform our region and help those in need through philanthropy and service.

**Women United Member** – any women donating \$1000 or more.

**Women United Leadership Council /Steering Committee**– any women leadership giver also holding a chair/co-chair position listed below:

Women United Chair  
Women United Chair-Elect  
Women's Leadership Breakfast Chair  
Dress Down & Dine Chair  
Advocacy and Community Impact Chair  
Membership and Engagement Chair

### Women United Leadership Council Member Responsibilities:

- Pledge at a leadership level for at least one year.
- Attend 1 hour Orientation/WU/UWBB overview
- Work with UWBB staff and WU Leadership Council Members to execute the goals of Women United
- Serve as a Women United Ambassador encourage participation and attendance at Women United events and activities.
- Help promote WU by liking, sharing, and commenting on social media posts.
- Host or co-host a table at the Women's Leadership Breakfast.

### WU Chair

Responsibilities:

- Recruit Chairs for each Women United initiative
- Lead monthly Steering Committee calls/meetings
- Participate in sub-committee calls/meetings as needed
- Create and share messaging about Women United and UWBB's impact
- Seek to grow the number of women leadership givers (2018 Campaign - 387 women leadership givers, contributing \$850,000. Combined with event proceeds of \$77,754, Women United has a nearly \$1 million impact.)
- Attend events

## **Chair-elect**

Responsibilities:

- Participate in monthly Steering Committee calls/meetings
- Participate in sub-committee calls/meetings as needed
- Seek to grow the number of women leadership givers
- Seek to grow the number of sponsors for WU events
- Attend events

## **Women's Leadership Breakfast Chair**

Responsibilities:

- Participate in monthly Steering Committee calls/meetings
- Organize a sub-committee.
- Organize the Women's Leadership Breakfast; reach revenue goal
- Lead the effort to secure sponsors for the breakfast
- Promote publicity about and awareness of the event
- Promote ticket sales
- UWBB staff to prepare promotional materials
- Recruit someone to lead room decorations/centerpieces
- Ensure sponsor recognition
- Seek to grow the number of women leadership givers
- Attend events

## **Dress Down & Dine Chair**

Responsibilities:

- Participate in monthly Steering Committee calls/meetings
- Organize a sub-committee
- Organize Dress Down & Dine event 2020
- Reach Revenue goal
- Secure location
- Recruit food vendors
- Recruit pop-up shops
- Secure sponsors
- Promote publicity about and awareness of event
- Promote ticket sales
- Attend events

## **Membership & Engagement Chair**

Responsibilities:

- Participate in monthly Steering Committee calls/meetings
- Organize a sub-committee
- Set and reach a goal for membership growth and membership engagement

- Organize 3 breakfast gatherings for women leadership givers. Work with United Way staff to send out invitations to current women leadership givers inviting them to attend and bring a friend who they'd like to involve in United Way.
- Identify locations and hosts for the breakfasts
- Recruit a sponsor for each breakfast to provide coffee and light fare
- Recruit a speaker to give a 15-minute talk. (Could be an inspirational, leadership talk or someone working in a program funded by United Way to talk about what's happening)
- Format: Host to welcome. UWBB CEO or Committee Chair to thank the attendees for their support of United Way and speak for 2-3 minutes about what is underway. Then speaker to speak for 15 minutes.
- Find other opportunities for member engagement (possible Women United book group)
- Provide content about upcoming events for UWBB Facebook page
- Attend events

### **Membership and Engagement Opportunities/Ideas:**

- Host several Women United after-hours socials that all women involved with Women United in any way are invited to.
- A Women United book club in partnership with Midtown Reader. One book per quarter about an inspirational woman leader or other relevant book and a gathering to discuss.

### **Advocacy and Community Impact Chair**

#### Responsibilities:

- Participate in monthly Steering Committee calls/meetings
- Organize a sub-committee
- Create a plan for an insider briefing event about UWBB's impact for women leadership givers
- Organize and lead the insider briefing event; work with UWBB staff to invite women leadership givers to attend the impact briefing and to bring along a friend
- Work with WU Chair on impact messaging materials to share with Women United members
- Create a plan for a community needs and impact tour. This could be a 2-3 hour bus tour to our agencies or of parts of our community or region that are struggling with the effects of poverty and to learn about how UWBB is making a difference \*Free for WU members; \$25 for non members??
- Organize and lead the bus tour; work with UWBB staff to invite women leadership givers to participate and to bring along a friend.
- Appoint an advocacy lead who organizes Women United's participation in Advocacy Days
- Seek to grow the number of women leadership givers
- Attend events