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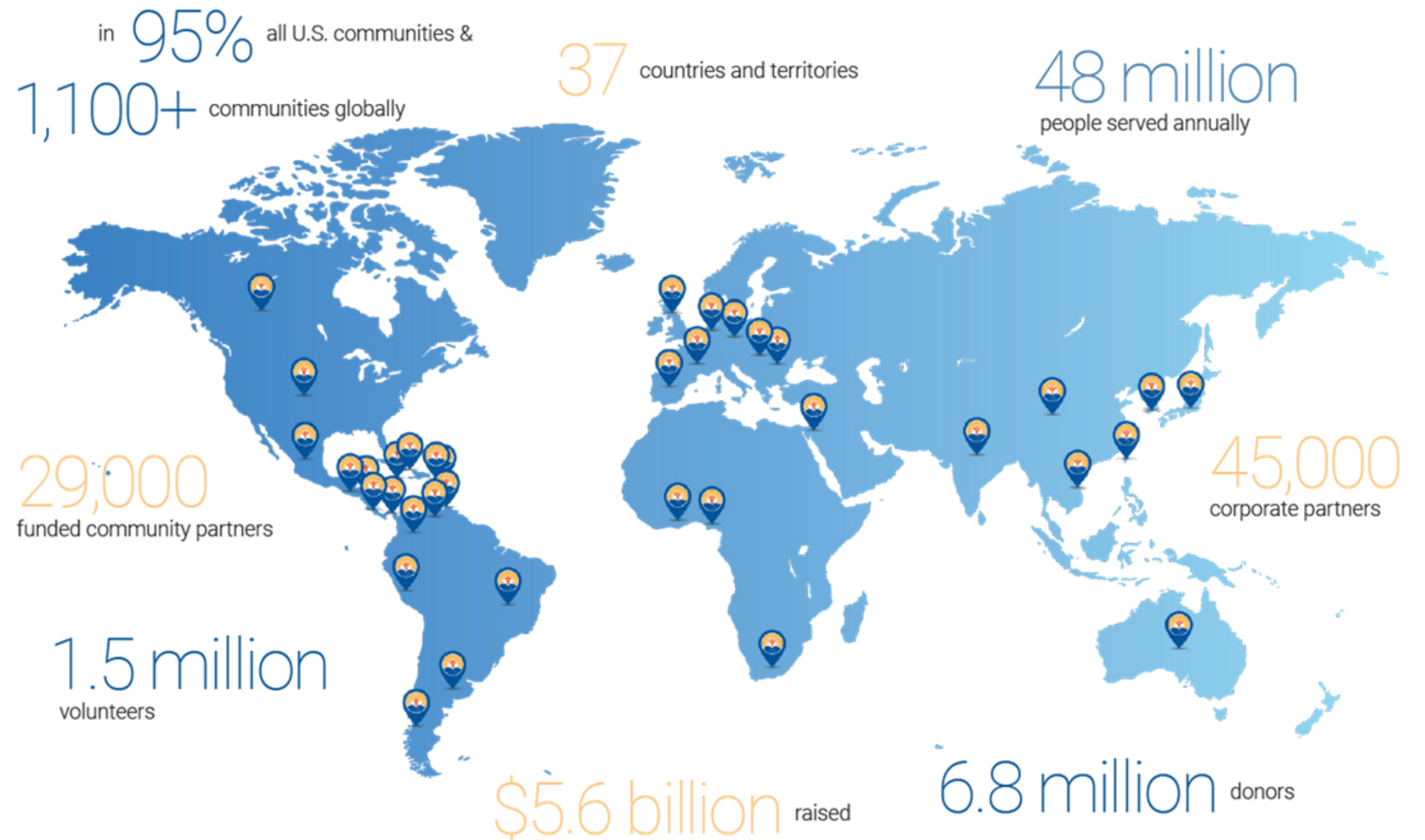
UNITED WAY WORLDWIDE VISION, MISSION & REACH

OUR VISION

United Way envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

OUR MISSION

To improve lives by mobilizing the caring power of communities around the world.



BOARD STRATEGY

Nonprofit Board: A Key Leadership Asset

In order to have a high-performing organization, an organization must have a high-performing Board, a high-performing CEO, and the two working in partnership.

The Foundational Elements:

- Solid Governance is “what we do”
- The Right People is “who does it”
- The Board & CEO Partnership is “how we do it”



THE ROLE OF THE BOARD

The Board and its individual members are **entrusted by the community with the mission of the organization**: they are the fiduciary and governing leadership body who steer the organization in advancement of the mission.

Board Member Key Competencies

- ✓ Strategic Thinker
- ✓ Connects Leaders *to* Leaders
- ✓ Advocates *for* Community
- ✓ Future Focused
- ✓ Steward *of* Brand and Trust

ATTRIBUTES OF A HIGH-PERFORMING BOARD & CEO PARTNERSHIP

- Set Direction and Measure Performance and Results
- Deepen Relevancy in Community
- Prioritize Time on Strategy
- Grow Revenue and Donors
- Leverage the Board as Talent Asset
- Engage with Key Stakeholders



ROLE OF THE BOARD VS ROLE OF THE CEO

Governance (Board)

- Establish mission, direction
- Ensure resources
- Policy making
- Major decision making
- Oversight



Management (CEO)

- Implement strategic plan
- Deploy resources
- Policy implementation
- Decision implementation
- Oversight of day-to-day operations

BOARD ROLE IN COMMUNITY IMPACT WORK

Set Direction and Measure Performance and Results

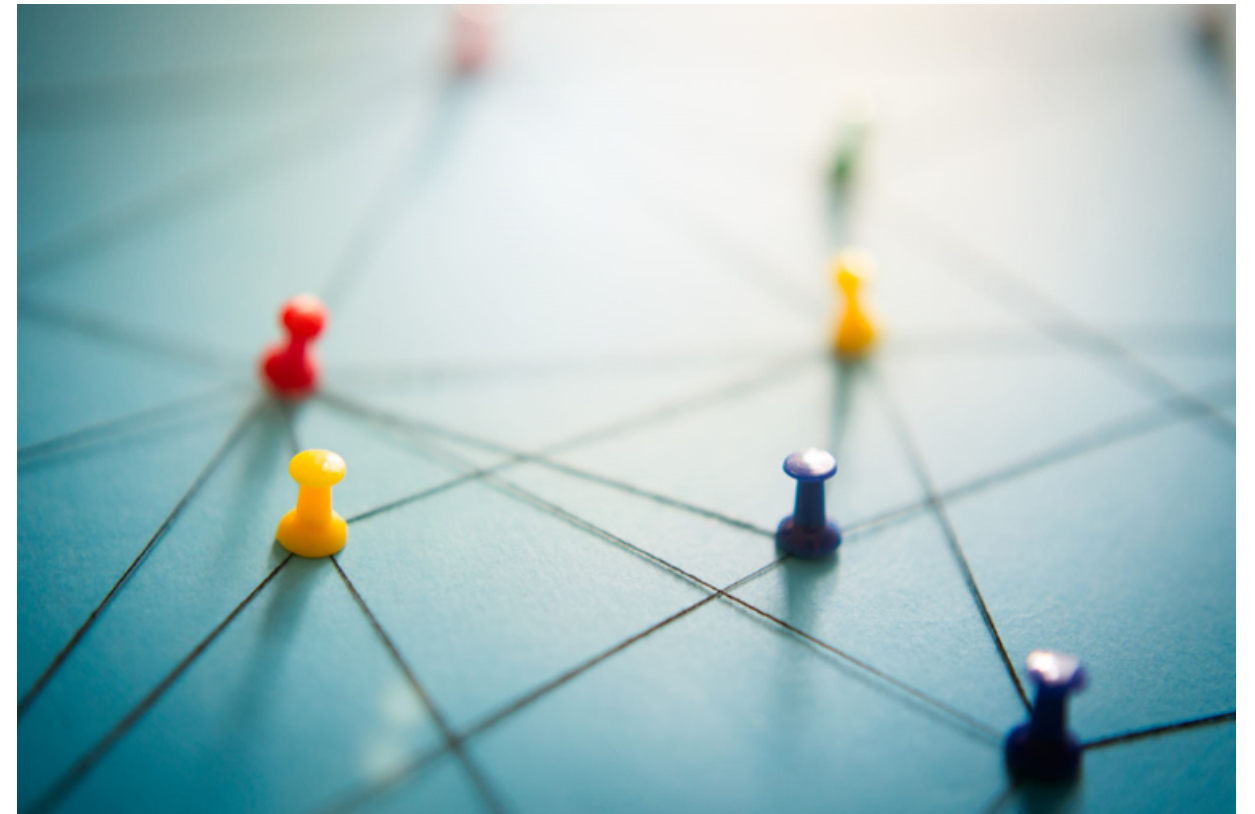
Make decisions grounded in community priorities and effectively measures performance on Impact, Revenue, Donors and Trust to ensure those results are accomplished.



BOARD ROLE IN STRATEGY

Prioritize Time on Strategy

Prioritize Board leaders' time, engagement and work on issues that are focused on improving communities, changing lives over operational and tactical work (80% on strategy; 20% on operational and tactical matters).



BOARD ROLE IN FUNDRAISING

Resource Development Activity Checklist

- ✓ Lead by example, give
- ✓ Engage Network, identify prospects
- ✓ Invite potential new donors to events
 - ✓ Recruit board and committee members
 - ✓ Advocate for the organization
 - ✓ Thank donors

Grow Revenue and Donors

Connect impact efforts and revenue generation to grow resources (financial, social) and advocates to achieve community results at scale.

BOARD TALENT AND RECRUITMENT

Leverage the Board as a Talent Asset

The Board is a key leadership and talent asset. As such, the Board (as a whole and as individual members) must be cultivated and enhanced on an ongoing basis to attract, assess, develop, engage, and retain highly committed Board leaders.

Succession planning is key!



THANK YOU!

LEXI SAVAGE, UNITED WAY WORLDWIDE

