



## CAT Huddles - Events

Events Campaign Advancement Team (CAT) within the United Way of Johnson & Washington Counties (UWJWC) collaborates with other teams and Campaign Coaches to form the Campaign Cabinet. Our primary goal is to create engaging, fun, community-centered events that not only raise funds but also serve as dynamic platforms for donors to engage directly with United Way.

As part of the Events CAT, you'll be the MVP in establishing connections with local businesses, organizing events and fundraisers and executing details to raise funds. Through our 6 Point Touchdown method, just like in sports, it's about setting up the play, making connections, and executing to drive success. Whether it's forging new partnerships or reengaging in trusted ones, our game plan is to rally individuals around the mission of United Way and reach our campaign goals together!

### Meeting Dates/Times:

- CAT Meetings – Monthly/As needed around events, Dates TBD - Provide campaign updates, discuss strategies and challenges, updates on Touchdowns (6 point contact plan), plan and organize CAT-specific events and activities.
- Campaign Cabinet Meetings – Monthly, last Wednesday of each month, 12:00 pm  
Collection of all CATs report out on progress, challenges, ideas, and updates on events, review pace report to goals.

### Events CAT Game Plan

- Each member will choose 3-5 types of events throughout the campaign. These include Dine Out for Community nights, Coffee for a Cause, Puzzle Challenges, Heartlanders Game Night, Hoops & Hops, or any new events.
- Using the 6 Point Touchdown template, make at least 6 contacts with the business to create a relations and follow up with appreciation.
- Work with UWJWC staff to plan, execute, and promote fun and engaging events that add support and donations to our Annual Campaign.
- Complete your 6 points of contact or more and hand notes off to UWJWC staff to continue to build on partnerships.

