

CAMPAIGN JUMPSTART

August 25, 2026





Dinsmore

Deloitte

Fifth Third Bank

GE Aerospace

TOP 25 & VOLUNTEERING
Workplaces That Care®

EY

TOP 25
FBT Gibbons

TREMENDOUS 25
First Commonwealth Bank

TREMENDOUS 25
HORAN Wealth

NEW BUSINESS
Cloverleaf



Agenda

Topic	Speaker
United Way Impact Presentation	David Emery Sr. Director, Development Operations
Key Campaign Strategies to Maximize Your Campaign	Briana Olney Corporate Engagement Manager
First Financial Bank Best Practices	Angie Reynolds First Financial Bank
Campaign Success Toolkit	Emma Greulich Corporate Engagement Coordinator
Q&A	Shaya Jackson Manager, Corporate Engagement & Business Development



A photograph of Leigh Fox, a man with a grey beard and mustache, smiling. He is wearing a light blue button-down shirt under a tan blazer. To his right, a woman with short blonde hair is also smiling. She is wearing a dark top with a colorful geometric pattern and a gold necklace. The background is festive, featuring red and blue balloons, star-shaped decorations, and a large white letter 'L'.

Leigh Fox
2026 United Way Campaign Chair



UNITED WAY
Greater Cincinnati

2026 Campaign Cabinet

Amy McFarland First Commonwealth Bank

Candace McGraw CVG

Deb Silverman GE Aerospace

Eric Knapp Western & Southern Financial Group

Greg Wheeler altafiber

Holly Mazzocca Bartlett Wealth Management

Jessica Yankie PNC

Julie Holt The Christ Hospital Network

Marci Cox Dinsmore

Matt Barney Messer Construction

Steve Bestard Messer Construction

Maureen Bickley FBT Gibbons

Mike Hemsath P&G

Ryan Higgins EY

Shelly Rice Western & Southern Financial Group

**Tashawna
Thomas Otabil** UC Health

Toni Burns altafiber

Leigh Fox altafiber

Scott Robertson RCF Group

**Rosemary
Schlachter** 25th Hour

Cheri Padgett Fifth Third Bank

Amanda Corsmeier Civista Bank

Sean Comer Cincinnati Regional Chamber

Megan Okun Taft Law



Solve for today. Build for tomorrow.

Our mission

We empower everyone in our region to achieve economic well-being so our entire community can thrive — now and in the future.



Our Collective Impact

 **\$40.3M**
invested in our
community.

339K

people reached

400+

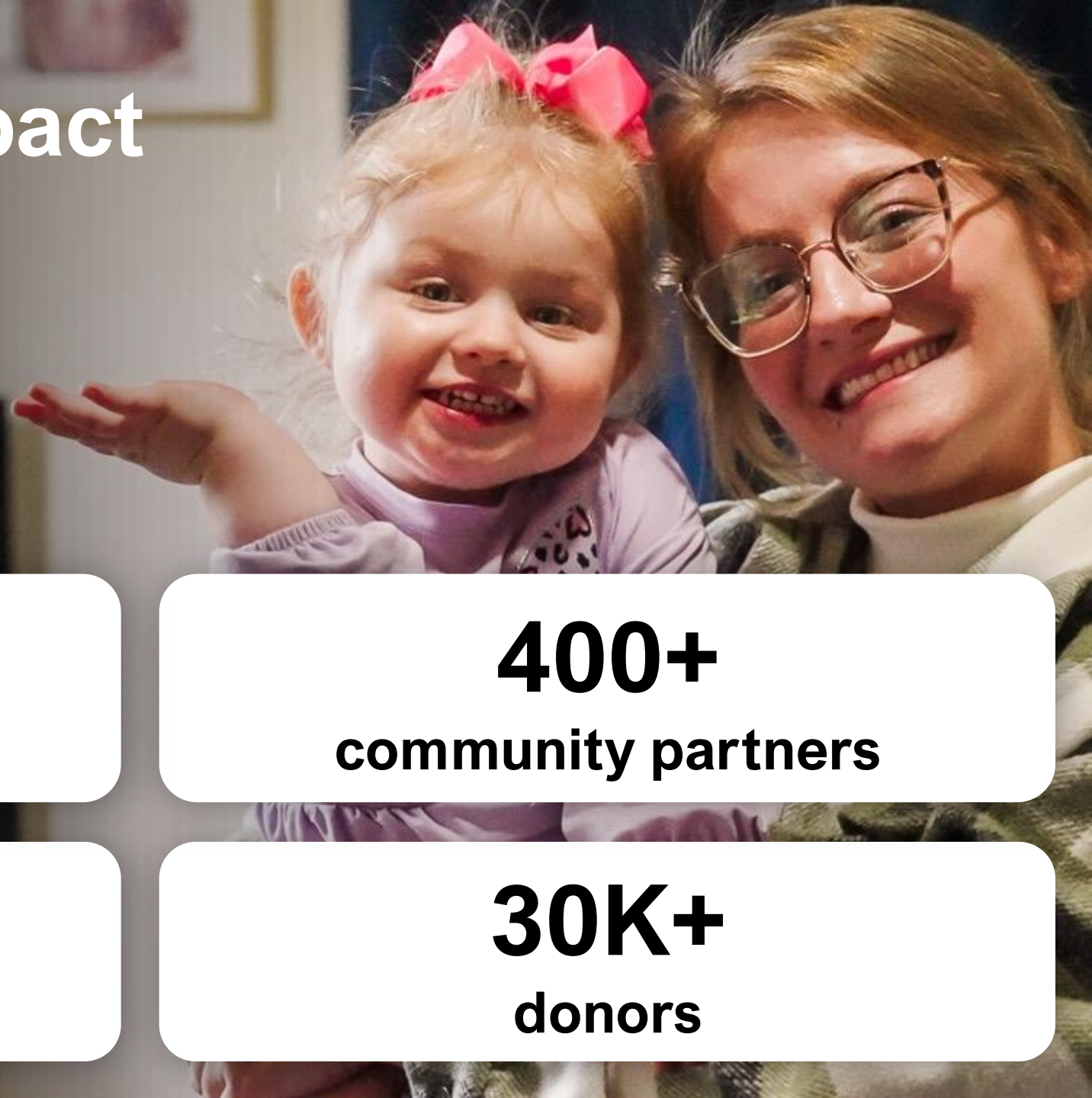
community partners

9K

volunteers

30K+

donors



A close-up shot of a Black woman with long, light-colored braids. She is smiling broadly, showing her teeth. She is wearing a light pink cardigan over a dark top. In the background, there are red flowers and a dark wall. The text "I literally went to the bathroom and cried." is overlaid at the bottom.

I literally went to the bathroom and cried.





It's all connected.



Educational Success
Kids succeed in school.



Financial Empowerment
Families build stability.



Housing Security
People stay housed.

United Way 211

50K+

requests

Top Needs



Housing



Utilities



Employment &
Income

Free Tax Prep

Since 2003

8,744

Volunteers

\$40.1M

Fees saved

163,748

Households filed

\$265.8M

In Refunds

Help Local Families Thrive



\$15 gives a child 12 books over the course of a year.



\$30 fills a student's backpack with supplies.



\$100 helps a child open a college savings account.



\$250 connects 10 neighbors to help through 211.



UNITED WAY
Greater Cincinnati

**Solve for today.
Build for tomorrow.**



WE BUILT

200

COMMUNITY CARE KITS!



UNITED WAY
Greater Cincinnati

Maximize Your Workplace Campaign

- 1 Schedule a Kickoff with a United Way Speaker
- 2 Leadership Engagement
- 3 Volunteer Engagement
- 4 Corporate Gift, Grant, Matching Program
- 5 Special Events Fundraising
- 6 Incentives to Drive Participation



Angie Reynolds

HR Communications Manager

first[®]

first financial bank



Preliminary Planning

1

Set your goal

Make it reasonable, but one that you can only achieve together.

2

Select your Campaign Chair

Lead from the top – encourage them to be light and have fun.

3

Identify your budget

What kind of events, swag or prizes are you able to secure?



Nitty Gritty Planning

✓ Start planning early

✓ Create a silly theme

✓ Select your coordinators



Get to It

Kickoffs

Communication

Prizes & Swag

Photos

Celebrations



Campaign Toolkit

Planning Resources

Engagement Tools

CAMPAIGN ACTIVATION

Click each file below to view or download.

Schedule Your Events

Use the buttons to request a speaker, an impact experience or volunteer event at your organization.

[Request a Speaker >](#)

[Impact Experience >](#)

[Volunteer Event >](#)

Special Fundraising Events & Incentive Ideas

WANT TO BOOST EXCITEMENT AND GIVING?

Can't wait for the next United Way campaign? Or want to make sure you're not missing out on the excitement and giving that comes with the United Way campaign? We've got you covered with these ideas for your next fundraising event or incentive.

SPECIAL FUNDRAISING

- HotPots & Hotspots**
From a small group of people to a large group, HotPots & Hotspots are a great way to get people excited about the United Way campaign. They can be held at a variety of locations, including homes, offices, and community centers.
- Games of Skill**
Boost campaign excitement and engagement with games of skill, such as trivia, Jeopardy, or a trivia challenge. These games can be held at a variety of locations, including homes, offices, and community centers.
- Themed Parties**
Host a themed party to celebrate the United Way campaign. Themes can include "United Way Night," "United Way Trivia Night," or "United Way Fundraising Night." These parties can be held at a variety of locations, including homes, offices, and community centers.
- Music, Movies & Tournaments**
Organize a music, movie, or tournament event to celebrate the United Way campaign. These events can be held at a variety of locations, including homes, offices, and community centers.

INCENTIVES

- Extra PTO Day**
Give your employees an extra day of paid time off as an incentive for their participation in the United Way campaign.
- Parking Space Donations**
Offer your employees a parking space donation as an incentive for their participation in the United Way campaign.
- Spotify or Concert Tickets**
Give your employees Spotify or concert tickets as an incentive for their participation in the United Way campaign.
- Business or Gaming**
Offer your employees a business or gaming incentive as an incentive for their participation in the United Way campaign.
- Company Social at an Event**
Host a company social at a United Way event as an incentive for your employees' participation.



Special Fundraising Events & Incentives

United Way Impact Experiences

United Way Impact Experiences are fun, gamified activities that bring the issue to life, offering a powerful, tailored look at the challenges of opportunity barriers face on their path to economic well-being. Perfect for schools, events or lunch-and-learns, these experiences build empathy, inspire giving and can be tailored for young professionals, new hires or strategic groups for later conversation and periods.

IMPACT EXPERIENCE OPTIONS

We encourage companies to get the most out of their participation.

UNITED WAY TRIVIA	THE ROAD TO STABILITY	READY TO LEARN
Test your knowledge of the United Way campaign with this trivia game. It's a fun way to learn about the challenges of opportunity barriers and the impact of the United Way campaign.	With our gamified, walking game, you'll learn about the challenges of opportunity barriers and the impact of the United Way campaign. It's a fun way to learn about the challenges of opportunity barriers and the impact of the United Way campaign.	Learn about the challenges of opportunity barriers and the impact of the United Way campaign with this trivia game. It's a fun way to learn about the challenges of opportunity barriers and the impact of the United Way campaign.
✓ Virtual (Zoom) ✓ In-Person (10-15 min) ✓ Possible for groups ✓ No limit on participants	✓ In-Person - walking game is available ✓ 15-20 minutes ✓ 2-4 participants plus observers	✓ In-Person ✓ 15-20 minutes ✓ Max 4 participants plus observers



Impact Experiences

Workplace Campaign Volunteering

MAKE A DIFFERENCE TOGETHER

Employer your team will be giving back to the community. Whether you're building a new office or volunteering off-site, United Way offers a variety of opportunities that make it easy to get involved.

HOW IT WORKS

- United Way Provides:**
 - Project supply list & coordinator
 - Speakers or talking points to kick off project
 - Coordination and distribution of materials to community partners
- Corporate Partner Provides:**
 - Volunteer coordinator
 - Event space & refreshments
 - Any other support if required (e.g., transportation, etc.)

Approx 4-6 weeks for planning

Contact your United Way representative or submit your request here:
[Workplace Campaigns Volunteer Experiences](#)



Employee-Led Group Engagement

Employee Resource Groups (ERGs) are voluntary groups that bring employees with shared interests, backgrounds or experiences together to support one another and advance the organization's mission.

- Host an ERG-led fundraising or awareness event**
ERGs can help you raise money for the United Way campaign or raise awareness about the challenges of opportunity barriers.
- Host a volunteer event**
ERGs can help you organize a volunteer event to support the United Way campaign.
- Create opportunities for volunteerism across organizations**
ERGs can help you create opportunities for volunteerism across organizations.
- Participate in a volunteer project**
ERGs can help you participate in a volunteer project to support the United Way campaign.
- Provide a United Way Impact Experience**
ERGs can help you provide a United Way Impact Experience to your employees.



New Hire Workplace Engagement

BUILD CONNECTION, PURPOSE & BELONGING FROM DAY ONE

Employees who connect early with their colleagues and community are more likely to be engaged, productive and committed to their organization. United Way offers a variety of opportunities to help new hires build connection, purpose and belonging from day one.

UNITED TO UNITED WAY & OUR REGION

Bring new hires together to learn more about Greater Cincinnati and the United Way mission. This is a great way to build connection and purpose from day one.

IMPACT EXPERIENCES & STORIES

Pair new hires with a United Way Impact Experience to build connection and purpose from day one.

- Impact stories to read and learn
- Virtual or in-person experience
- Guided Impact Experiences
- Impact stories highlighting local organizations

HELPFUL MATERIALS & RESOURCES

INTRODUCING YOUR WORKPLACE CAMPAIGN



Campaign Toolkit

Planning Resources

Engagement Tools

STORIES & VIDEOS



Educational Success

A NEW CHAPTER AT ROLL HILL SCHOOL

[View →](#)



Financial Empowerment

KELLI JO'S FREE TAX PREP STORY

[View →](#)



Housing Security

ARIEL'S 211 STORY

[View →](#)

POSTERS

Reach out to your United Way representative to request posters for your campaign.



Q&A





UNITED WAY
Greater Cincinnati