

United Way of Central Iowa Campaign Connect

Athene's Campaign Blueprint

July 2023



Driven to do more.®  ATHENE

Athene and the UWCI are united to help our communities thrive!

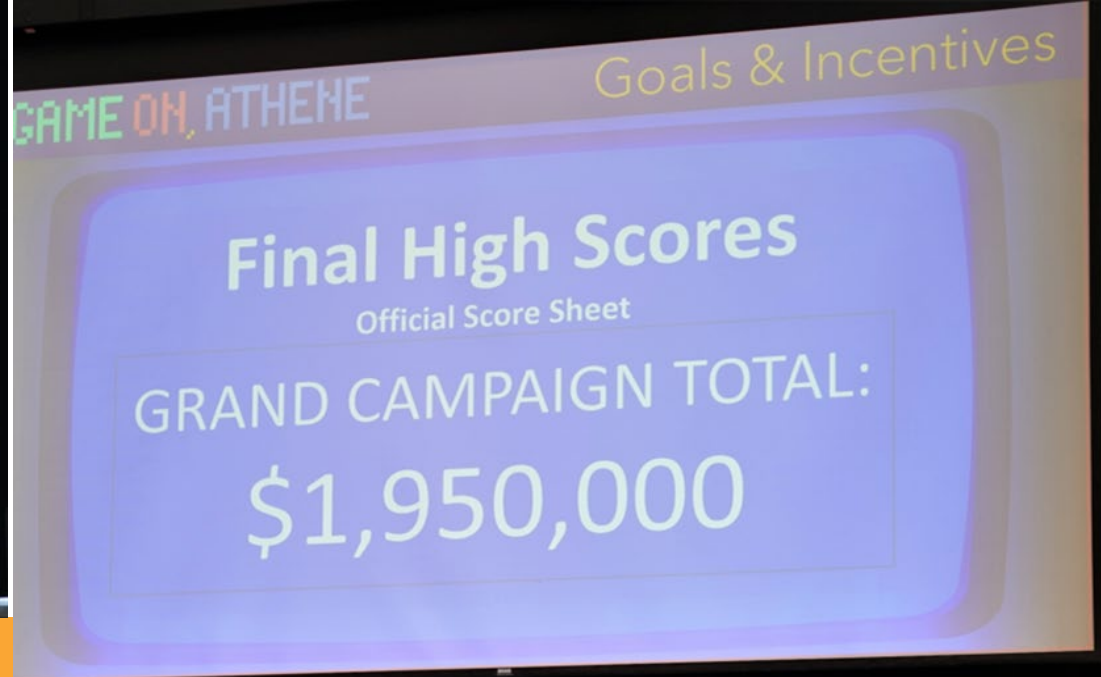
\$5.8 million +
raised for through
United Way
Campaigns since
2014

127,827
books donated
through Stuff
the Bus

\$25,000
donated
through Vision
to Learn

19,000+
students have
received Coats
and Boots

5,831 hours
hours spent
volunteering in
2022



2022 Campaign Results



LIVE UNITED Awards

2016 – Advocate & Volunteer Award

2017 – **Spirit of Central Iowa Award**

2018 – Impact Maker, Game Changer, Trail Blazer

2019 – **Spirit of Central Iowa Award**

2020 – Impact Maker

2021 – **Spirit of Central Iowa Award**

2022 – **Spirit of Central Iowa Award**

2023 – Spirit of Central Iowa Award

5x Spirit of Central Iowa Winner!



What's Athene's Blueprint?



UWCI Partnership

Tone from the Top

Employee-Led Campaign

Preparation & Planning

Marketing & Communications

UWCI Partnership



UWCI Partnership

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Employee-Led Campaign

Preparation & Planning

Marketing & Communications

Engagement Manager

Direct involvement in our events

eWay and Toolkits

Loaned Executive Program

Tone from the Top



UWCI Partnership

Tone from the Top

Employee-Led Campaign

Preparation & Planning

Marketing & Communications

CEO & President engagement

Tocqueville Society

Presence during campaign events

Internal communications

Employee-Led Campaign



Steering Committee

Project Management Team

Committee Chairs

Event Volunteers

Preparation & Planning



UWCI Partnership

Tone from the Top

Employee-Led Campaign

Preparation & Planning

Marketing & Communications

Goals & incentives setting

Time boxed planning

Committee plans

Meetings & communications

Marketing & Communications



UWCI Partnership

Tone from the Top

Employee-Led Campaign

Preparation & Planning

Marketing & Communications

Campaign theme

Creative design

“Drip” campaign communications

Facilities & Audio/Video support

Contact Us

2023 Athene United Way Steering Committee



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