

UNITED WE'RE STRONG

CAMPAIGN 2020 AT A GLANCE United Way of Greater Kingsport

Campaign Theme: *United We're Strong*

Campaign Goal: \$3,000,000.00

Campaign Dates: **Pacesetter Campaign** –August 14 –September 30, 2020

Community Campaign –Mid September – Mid November 2020

All campaign results need to be *reported* to United Way by 4 p.m. one week prior to the celebration to be counted in the celebration numbers.

Campaign Events: **Regional/Pacesetter Kick-off** – August 14,2020, Virtual, Hosted by United Way of Greater Kingsport
Community Kick-off - TBD

Campaign Celebration –November 19, 2020 details to be announced

Leadership Giving Thank You Event – January 2021

Extra Mile Club Print:

Video: **2020 Local Video – United We're Strong**

2018 Local Video – *United We Fight, United We WIN 2018*

2017 Local Video – *United We Fight, United We WIN*

2016 Local Video – ***Change is...***

2015 Local Video – ***Could it be BETTER?***

2014 Local Video – ***A BETTER LIFE for ALL. A BETTER LIFE for YOU.***

2013 Local Video – ***Real People, Real Progress, Real Community***

Speakers and Tours: Agency or UW Representatives available by virtual meetings. Please complete Agency Speakers and Tours form and return to Lori Miller lmiller@uwaykpt.org or call 423-378-3409 ext. 14 for more information.