

# UNITED WE'RE STRONG

## CAMPAIGN 2022 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 11 –September 30, 2022  
**Community Campaign** –Mid September – Mid November 2022  
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:** **Community Kick-off** – August 11, 2022, 4:00 – 5:00 pm , High Voltage 101 Cherokee St. Kingsport, TN  
**Regional Kick-off** – August 19, 2022, 11:30 – 1:00, Delta Hotels by Marriott, 3005 Linden Dr. Bristol, VA Hosted by United Way of TN-VA

**Campaign Celebration** November 17, 2022 11:30 – 1:00 pm, Kingsport Farmers Market

**Leadership Giving Thank You Event** – January 2023, Location TBD

**Extra Mile Club Print:** *En Plein Air* series by Carol Dixon *Allandale Barn*

**Video:** **2022 Local Video – United We're Strong**

**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](mailto:lmiller@uwaykpt.org) or call 423-378-3409 ext. 14 for more information.



United Way  
of Greater Kingsport