

UNITED WE'RE STRONG

CAMPAIGN 2021 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 12 –September 30, 2021
Community Campaign –Mid September – Mid November 2021
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 12, 2021, 7:30 – 8:30, Kingsport Farmers Market
Regional Kick-off – August 19, 2021, 11:30 – 1:00, Grace Meadow Farms, Jonesborough, TN Hosted by United Way of East TN Highlands

Campaign Celebration November 18, 2021 details to be announced

Leadership Giving Thank You Event – January 2022

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

Video: **2021 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 or call 423-378-3409 ext. 14 for more information.