

Deriving More Value from 2-1-1

Southeast Regional Conference

May 16, 2018

Welcome & Introductions

- ▶ Introduce yourselves. Explain to your neighbor one asset of the 2-1-1 network in your state.
- ▶ In the large group, Introduce your neighbor and share that state's asset.

Expectation for this Session

- ▶ To examine new ideas around how a Local United Way might increase the return on investment from its 2-1-1 network
- ▶ Look at one best practice and how it was socialized statewide with Local United Ways
- ▶ Leave today's session with next steps in building a Return on Investment concept in your own community.

Fundamentals of How 2-1-1 Can Be Aligned with LUWs work

- ▶ Why does a United Way invest in 2-1-1 and what's in it for them?
- ▶ Why do United Ways stop funding 2-1-1's work?

It's Not Too Late to Get Started

- ▶ NC 2-1-1 Tier Support
 - ▶ Development of Concept & Vision
 - “ to be the single point of entry for all state and local initiatives”
- ▶ Testing the Concept
 - ▶ Who are the largest customers that must buy-in?

It's Not Too Late to Get Started - continued

- ▶ Socializing the Concept & Specific Goal Sharing
 - ▶ Best practices used to share big changes consistently and on message - ideas???
 - ▶ Creating a Sense of Excitement

It's Not Too Late to Get Started - continued

- ▶ REPORT, COMMUNICATE, REPORT
 - ▶ Seeing progress forward needs to continue well past implementation
- ▶ Re-evaluate & Problem Solve
- ▶ Questions & Reactions

Concept to Practice: What can you do to change the conversation

- ▶ Write a blog headline for 2-1-1 latest news in 2018
- ▶ Provide three strategies that will ensure that the headline will come true
- ▶ Large Group Report Out

Parting Thoughts

- ▶ What are the take-aways from today's session?
- ▶ Who are you going to engage in this conversation upon your return home?
- ▶ What will stop you (barriers) and how will you address the barriers?

Thank you

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