

**Michigan Association of United Ways
Annual Meeting
July 15-16, 2009
Crystal Mountain, Thompsonville, MI**

MAUW Annual Meeting

**This meeting is open to United Way CEO's & Staff, Board Chairs and Volunteers.
Please see the tentative agenda on the back for more details on topics covered.**

Registration Fee is \$65 and includes meals indicated on agenda.

Lodging Information:

A block of 5-bedroom Town Homes have been reserved for lodging Wednesday, July 15. Rooms will be \$100/night before taxes. If you will be staying overnight, **please make your reservation through Erin Luchenbill at Michigan Association of United Ways** by filling out the accompanying reservation form.



The fee to attend the Annual Meeting is \$65.

To **register** please fill out the accompanied registration form and return to Erin Luchenbill, eluchenbill@uwmich.org, 517-371-5860 (f) by June 15.

MAUW will bill you.



Tentative Agenda

Wednesday, July 15

- 1:00-5:00 p.m. Half-Day Implementation Workshops
1. Shaping Our Investment Areas as Products
 2. How to Utilize Website & Social Media Opportunities
 3. Inside the Numbers: Successful Campaign & Marketing Strategies
- 5:30-6:30 p.m. Welcome Reception
- 6:30 p.m. BBQ Dinner

Thursday, July 16

- 8 a.m. Breakfast
- 8:30-10:15 a.m. General Session
Topic: System Streamlining: How could it work?
- 10:15 a.m. Break
- 10:30 a.m. Workshops:
1. Diversifying Revenue Streams (Grants & Sponsorships)
 2. Getting the Most Out of SECC & CFC
 3. Leveraging State and Federal Funding
- 12:30-2:00 p.m. Lunch/Annual Meeting/Wrap-up
- 2:00-4:00 p.m. Board Meeting

