



*A Message from:  
United Way of McLean County's President & CEO:  
David Taylor*

## Flywheels

That first day back to the office after some time away can be a challenge to get caught up on everything. Throw in a sick kiddo as you're trying to get back in the groove, and it can further delay getting up and running.

I'm reminded of an analogy Jim Collins uses in his book "Good to Great". I'll quote him here and there rather than do a disservice with paraphrasing.

"Picture a huge, heavy flywheel - a massive metal disk mounted horizontally on an axle, about 30 feet in diameter, 2 feet thick, and weighing about 5,000 pounds. Now imagine that your task is to get the flywheel rotating on the axle as fast and as long as possible.

Pushing with great effort, you get the flywheel to inch forward, moving almost imperceptibly at first. You keep pushing and, after two or three hours of persistent effort, you get the flywheel to complete one entire turn."

Our original flywheel, workplace campaigns, operated efficiently and at a high velocity for decades, raising millions of dollars per year. That flywheel is still moving, but some of the gears have worn. Some may be a bit rusty. Others are missing altogether. It

still works reasonably well, particularly with a large number of our local companies. But it's no longer reaching the previous top speeds or results.

We have a new flywheel to turn. We have to learn to connect with donors outside of the workplace, using new(ish) tools (social media), and share our story in an inspiring way on what we do, why it matters, and why it's important to prospective donors and the community (and each of you!).

Collins goes on to say:

"Then at some point - breakthrough!" Followed a few paragraphs later with "Now suppose someone came along and asked 'What was the one big push that caused this thing to go so fast?' You wouldn't be able to answer; it's just a nonsensical question. Was it the first push? The second? The fifth? The hundredth? No! It was all of them added together in an overall accumulation of effort applied in a consistent direction.

The good-to-great companies understood a simple truth: tremendous power exists in the fact of continued improvement."

It can be frustrating for some who remember how shiny and fast the old flywheel used to go. Recent media coverage, for example, wants to point to the other flywheel and attempt to draw comparisons or create distractions. Our executive leadership team, which includes our Executive Committee and myself are confident that our efforts need to shift some resources (and effort!) to this new flywheel.

It will take some time to get this new flywheel moving as fast as the old one did. We're starting to get our new flywheel moving, though. It's slow, and sometimes imperceptible progress. It's there, though.

We see it in the social media engagement. We see it with the increase in donors and money coming from individuals in the workplace contributing money, but not through a traditional United Way workplace campaign. I'm confident that given time, we'll get this flywheel going at a high velocity, too.

How can you help make this flywheel go faster? Visit [www.180united.org](http://www.180united.org) to connect with us and our work!

**Power of the Purse**

**TICKETS NOW ON SALE!!**

go to:

[www.BidPal.net/unitedwaypop](http://www.BidPal.net/unitedwaypop)

# Save the Date

## United Way of McLean County's 3rd Annual Power of the Purse

A GIRLFRIEND'S NIGHT OUT AND FUN-FILLED EVENING TO SUPPORT THE COMMUNITY CANCER CENTER

*thursday*

**MAY 31**

**2 \* 0 \* 1 \* 8**

**DOUBLETREE BY HILTON  
HOTEL & CONFERENCE CENTER  
BLOOMINGTON, ILLINOIS**

#### EVENT FEATURES

Electronic silent auction with over 150 designer purses - wine pull live auction - raffles - admission includes Doubletree's fabulous food stations.

#### MARK YOUR CALENDAR

This event could sell out quickly. Tickets and tables go on sale March 1, 2018 at 9:00 a.m. at [www.BidPal.net/unitedwaypop](http://www.BidPal.net/unitedwaypop)

#### TICKETS

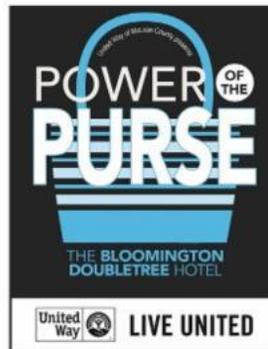
Tickets are \$45 per person (includes hors d'oeuvre food stations) and special Girlfriend & Corporate tables of 10 are \$475 (includes 7 complimentary bottles of wine and fine chocolates).

#### PURSE DONATIONS TO EVENT ARE WELCOME

New purse donations to be included in the auction will be accepted at the United Way of McLean County office, 201 East Grove Street, Bloomington, Illinois. Purses must be new with tags.

#### QUESTIONS

Call or email Pat Grosso, Director of Resource Development and Power of the Purse Event Coordinator, United Way of McLean County, 309.828.7383, [pgrosso@uwaymc.org](mailto:pgrosso@uwaymc.org).



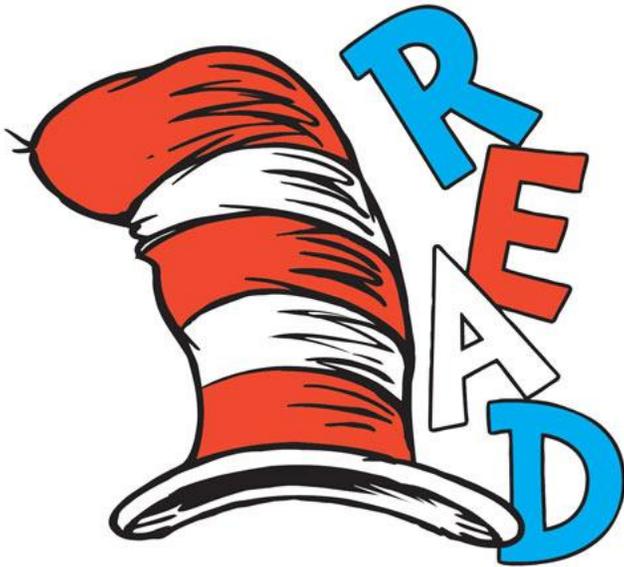
Sponsorship opportunities are available. Contact Pat Grosso, United Way of McLean County, 309.828.7383, [pgrosso@uwaymc.org](mailto:pgrosso@uwaymc.org)



Special thanks to our 70 volunteer Readers who joined in to help celebrate Dr. Seuss' Birthday through our annual "Read Across McLean County" event on March 1 & 2. 70 teachers and their classes from Unit 5 and District 87 enjoyed the volunteer reading a Dr. Seuss book selected especially for their class.



Featured in our picture is Mrs. Karen DeAngelis serving as a first-time Reader to Ms. Heinonen's 1st Grade Class at Oakland Elementary. Not sure who had more fun - the class or our volunteer!





**Rock the Block** A Celebration of Volunteerism in our Community Saturday, April 21, 2018 Location: Uptown Normal **48in48**

A "Hack-a-Thon" Creating Websites for Area Non-Profits May 4,5 & 6, 2018 Location: Rivian Automotive

**3rd Annual Power of the Purse** Raising Funds for Community Cancer Center's PT/CT Scan Machine

Thursday, May 31, 2018 Location: Doubletree Hotel & Conference Center Ticket sales start March 1, 2018