

## Case Study:

# United Way of the Bluegrass

David Kitchen, Associate Director of Communications

David Kitchen has a lot of work to do. As Associate Director of Communications for United Way of the Bluegrass, his responsibilities span nine counties and a variety of initiatives. One of his most high-profile projects, titled Two-One-One, gives people the ability to dial 211 and gain access to health and human services that they need. The challenge? He is implementing the program in Clark County, though he is based in Lexington, 30-45 minutes away.

What did David do? He drew on his experience with United Way of Kentucky and called on ReadyTalk.

"At my position with United Way of Kentucky, the board of directors and all of our communities were statewide. Our directors had to drive 4 to 5 hours for a 2-hour meeting, and then turn around and drive 4 to 5 hours back home. At times it didn't make much sense.

"That's how we started using ReadyTalk. We used it for all of our conference calls because we saved 10 to 15 cents per caller. We then looked at it more, and realized that there were significant advantages to holding meetings online. It works really well for us."

ReadyTalk enables David to share anything on his computer: slide presentations, PDFs, spreadsheets, websites, you name it. He practices joint presentations with colleagues, solicits feedback on print ads and reviews budgets with finance committees. "ReadyTalk is really useful because we are spread across a large region. We are working on reviewing

our budget and financials, and were able to put the budget in an Excel spreadsheet and pop it up on the screen and have everyone make changes and approve them in real time."

Conferencing has helped David get his job done. He is trying to help strengthen communities, and needs ReadyTalk to make his work happen more efficiently. In fact, communicating is one of the major goals of United Way.

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"One of the big things United Way does is bring people together. When we find organizations and agencies that are working on the same problem, we make them aware of this and bring them together to face the challenges. That is a benefit we are able to provide to the community."



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