

BLUE COLLAR BOXING

UNIONS UNITED FOR GOOD

R E C A P



United Way
of the Midlands



NEBRASKA CENTER FOR

**WORK
FORCE**
DEVELOPMENT
AND EDUCATION



2,000+
Attendees



8
Unions represented



\$250,000
Raised

THE IMPACT OF YOUR INVESTMENT

Since businesses have been forced to close or reduce hours due to COVID-19, unemployment rates are reaching unprecedented levels, and more people than ever need help maintaining their financial stability.

As a sponsor, you empowered United Way of the Midlands (UWM) and the Nebraska Center for Workforce Development and Education to do what they do best -- help community members during times of uncertainty.



Blue Collar Boxing dollars provided services helping approximately **432** individuals prepare and secure employment, grow their financial knowledge, and/or earn assets to grow their financial stability.

This includes assistance to approximately **89** youth.



DID YOU KNOW?

Program case managers spend up to **18+ months** working with youth and adults to support financial stability – connecting to other community resources/services and helping them to achieve customized plans.

Pre-apprenticeship and readiness programs have the ability to place individuals in programs with a compensation package up to **\$29 an hour.**

On average, **over 70%** of individuals served through adult employment investments enhanced their employment through placement, retention, increased income, etc.

Employment is also a key need within the Opportunity Youth population – young adults between the ages of 16 and 24 who are disconnected from school and work. UWM's investments in financial stability and our partnership with labor help reconnect Opportunity Youth to the employment opportunities in our community they desire most.

On average, **90%** of youth served through UWM's employment investments learned knowledge that will prepare them for the workplace and **80%** attained their personal employment goal.

YOUR BRAND'S IMPACT IN THE COMMUNITY

SOCIAL MEDIA PROMOTION

Facebook, Instagram, Twitter

Total Impressions - **2,076,128** | Total Engagement - **110,600**



EMAIL PROMOTIONS

7 Emails Sent to All Donors (17,000) - Average Open Rate: 25%

Tickets On Sale - **Open Rate: 14%** | Blue Collar Boxing Swag - **Open Rate: 13%**
 Weigh-In Party - **Open Rate: 61%** | Still Need Tickets? - **Open Rate: 12%**



ADS

Facebook, Instagram

Total Impressions - **1,995,135** | Organic - **122,313**



DIGITAL AD PROMOTIONS

Omaha World-Herald Ads

Total Impressions - **328,708** | Total Clicks - **696** | CTR - **0.20%**



RADIO PROMOTIONS



KQKQ Sweet 98.5, KOPW Power 106.9, KOOO 101.9 The Keg, KOZN 1620 The Zone, KMMQ La Nueva 99.5-FM/1020-AM, 1180 Zone 2, and News Talk 1290 KOIL



245,000
weekly listeners
across NRG stations

VIDEO PROMOTIONS

Total Views - **110,652**



NIGHT OF PROMOTIONS

Sponsors, tables and unions were highlighted throughout the event for more than 2,000 attendees to see on digital screens in the arena, in the printed event program and on displayed table tents.



Special thanks to our sponsors ad showed on the jumbotron.



Special thanks to our sponsors page in the program.



Dave Roberts sharing a special thanks to our sponsors at the event.