

FAQS 30|30 EXPERIENCE



United Way
of Greater New Haven

What is United Way's 30|30 Experience?

United Way's 30|30 Experience is a facilitated online simulation where you step into the role as head of household for a low-income family. Through an engaging and interactive virtual experience, you are presented with 30 real-life decisions to make over a simulated 30 days. 30|30 is an empathy-building journey that leaves participants with a greater understanding of the challenges low-income households navigate on a daily basis.

Why should I attend United Way's 30|30 Experience?

United Way's 30|30 Experience reveals how navigating economic hardship takes much more than just skipping a daily latte or improving budgeting skills. This experience will not only help participants understand the lived experience of low-income community members, colleagues, and clients, but in the words of previous 30|30 participants, has the potential to "change your life."

Recent 30|30 participants have reported making changes in how they support their staff, have launched food pantries at their workplace, offered new skill-building opportunities for their staff, reflected on their assumptions about serving low-income families, reprioritized funding allocations to nonprofits serving low-income families, and even shared having a deeper appreciation of the sacrifices their own parents made while they were growing up.

What should I expect?

Every 30|30 session is facilitated by a trained United Way team member. Participants join a Zoom call where they are oriented to the lived experiences of low-income households, participate in large and small group discussions, share opinions through online polls, and engage in the 30|30 virtual platform where they are prompted through a variety of scenarios to make decisions that affect their family's health, finances, education, and happiness. At the end of the 30-day simulation, participants see the impact of the choices they made on those same household indicators.

Who should experience 30|30?

United Way's 30|30 Experience is recommended for nonprofit boards and staff, foundations, social service providers, civic leaders, schools & academic institutions, faith-based centers, legislators, community groups...essentially EVERYONE can benefit from deepening their understanding of the lived experience of their low-income neighbors.

**An eye-opening journey
into the realities of
economic hardship.**

30|30 EXPERIENCE

Who should experience 30|30? cont...

30|30 partners have hosted sessions with the intention to help align their leadership, to foster a more inclusive company culture, to increase the impact of their community organizing work, to improve community advocacy efforts, and to build empathy in professional and personal relationships.

What technology is required?

Participants will register through a 30|30 Zoom registration page and will receive Zoom link for their date and session. Participants must log in using a laptop or desktop computer (not cell phones or tablets) and will navigate between Zoom, SLIDO Polls, and the 30|30 platform windows. Instructions will be provided at the beginning of the session and live technology support will be available from a United Way team member.

What will it cost?

The cost to host a 30|30 session is \$3,000 for businesses, and we offer a discounted rate for nonprofits starting at \$1,500 with a sliding scale based on organizational budget size. There is also a discount for hosting 3 or more sessions. Each 30|30 session can host up to 200 participants.

Hosts have used a variety of professional development, continuing education, training, staff development, and program budget funds to pay for 30|30. We also encourage nonprofits to partner with each other to share the cost in bringing 30|30 to their community and teams.

A United Way team member will work with you to prepare for your session – sharing promotional materials, setting up the Zoom registration, and sending email reminders to registered participants leading up to the 30|30 session. During each 30|30 session, you will have a United Way team facilitating the experience and supporting participants to successfully navigate the technology. After each session, there will be opportunity for participants to give feedback about their 30|30 experience, and United Way can share that feedback with you.

How do I schedule a 30|30 session for my group?

You can reach out to Aly Fox, Vice President Community & Belonging afox@uwgnh.org 203-691-4214 to schedule an Inquiry Call to answer your questions and schedule your first 30|30!