

RESPONSIBILITIES OF THE DIVISION CHAIR

OVERALL ROLE

As a member of the United Way Campaign Cabinet, the Division Chair provides strategic leadership for the fundraising efforts of a specific industry or company during United Way of Midland County's annual campaign.

Leading a group of volunteers, the Division Chair passionately promotes the impact of United Way and utilizes industry expertise to connect organizations and individuals with our work.

RESPONSIBILITIES

1. Develop, implement and evaluate a comprehensive campaign plan, strategy and timeline for your division in partnership with your United Way staff liaison.
2. Coordinate a team of Loaned Executives and volunteers who contact organizations, deliver materials, conduct presentations and encourage support.
3. Attend the campaign volunteer training on August 1st to familiarize yourself with United Way's messaging and to facilitate the account assignment process for your division during lunch.
4. Work with your division to capture kick-off dates, campaign goals, special events and speaker requests for all assigned accounts.
5. Attend Campaign Cabinet meetings to share updates, best practices and other notable discussion items.
6. Facilitate regular division team meetings to maintain momentum, share information and ideas and encourage progress toward the division goal.
7. Regularly review division reports and follow up with your volunteer team to ensure progress is being made toward your division's goal.
8. Complete a post-campaign evaluation, summarizing the division debrief meeting and outlining future growth opportunities in partnership with your United Way staff liaison.
9. Work with United Way staff to coordinate thank you letters to division volunteers and the organizations that conducted a campaign.

KEY SKILLS

Strategic Leadership
Relationship Building
Public Speaking
Creativity
Team Management

TIME COMMITMENT

20-30 Hours Annually
2 Year Commitment

CAMPAIGN CABINET MEETINGS

September 13, 8:00am-9:00am

October 4, 8:00am-9:00am

October 25, 8:00am-9:00am