

UNITED WAY LOANED EXECUTIVE PROGRAM

A Loaned Executive (LE) is a community volunteer who is “loaned” on a part-time basis by their employer to work on the United Way of Midland County’s annual fundraising campaign. LE’s will be assigned individual “accounts” to help support and implement a successful campaign.

Serving as a Loaned Executive is a very rewarding experience, both personally and professionally. We combine excellent leadership training with opportunities for personal and professional growth. Most important is the satisfaction that comes from reaching out to help others.

It is also an opportunity for employees to network with other businesses in the community and provide enhanced visibility.

RESPONSIBILITIES

1. Attend a full day training session to gain a solid understanding of the United Way message and your responsibilities, goals and objectives.
2. Work with the Division Chair and UW staff liaison to analyze past performance, set goals and plan and implement employee campaigns for each assigned account.
3. Identify potential new prospects.
4. Deliver materials and communicate the United Way message to potential contributors, both individually and to groups.
5. Support assigned accounts, encouraging them to conduct an employee campaign or provide corporate support.
6. Provide regular updates to the Division Chair and UW staff liaison regarding progress and results for each assigned account.
7. Support United Way in thanking businesses and individuals for their participation and contribution.

YOUR ROLE

- Attend Training
- Serve as United Way Ambassador
- Commit 20-30 Hours
- Deliver Campaign Bags
- Support Assigned Accounts
- Make Presentations
- Attend Division Meetings
- Collect Campaign Envelopes
- Thank Businesses/Individuals

TO SIGN UP OR FOR MORE INFO

- Coty Gould
- Director of Resource Development
- United Way of Midland County
- (989) 631-3670
- Gould@UnitedWayMidland.org

LOANED EXECUTIVE TRAINING

August 1, 8:00am-1:00pm