

# EMPLOYEE CAMPAIGN COORDINATORS

## 2019-2020 UNITED WAY CAMPAIGN RESPONSIBILITIES

### OVERALL ROLE

Employee Campaign Coordinators (ECCs) develop and execute their organization's workplace campaign, raising awareness about United Way's vital role in the community.

As the key contact for United Way within their organization, ECCs have the opportunity to enhance their leadership and project management skills. They develop creative communication plans and coordinate engaging events, ensuring that every employee has the opportunity to participate in the campaign.

They are supported by a United Way staff liaison who connects them with the resources, materials, and speakers needed to inspire their employees.

### KEY SKILLS

Leadership, project management, public speaking, creativity, relationship management.

### RESPONSIBILITIES

- Attend the United Way campaign volunteer training to learn about United Way's messaging and impact.
- Review your organization's prior year campaign performance, identifying opportunities and challenges.
- Connect with your United Way staff liaison regularly, seeking input and providing updates.
- Meet with your organization's leadership to set goals, determine corporate gift, and secure pledge incentives.
- Develop a workplace campaign volunteer team, as needed, to accomplish your goals.
- Complete the Campaign Planning Form, sharing key information about your campaign.
- Identify creative ways to demonstrate that your organization's leadership supports United Way.
- Plan a campaign kick-off event, generating excitement about the campaign and inspiring participation.
- Invite United Way to attend, and potentially speak at, your campaign kick-off and other special events.
- Announce the campaign dates and goal to all employees, outlining the importance of the United Way campaign.
- Generate enthusiasm around the campaign, displaying campaign materials and encouraging participation.
- Create and implement a marketing plan for the campaign, including progress updates and pledge reminders.
- Coordinate special events that build enthusiasm and demonstrate the impact of investing in United Way.
- Personally follow up with employees during the campaign who haven't pledged, encouraging their participation.
- Announce the campaign results, thanking all employees for their participation and sharing impact information.
- Turn the campaign envelope in at United Way within 1-3 days of your campaign end date (no later than 10/31).
- Complete the Campaign Debrief form, providing feedback and determining a plan to thank your team.
- Champion the impact of United Way in our community.

### TRAINING DATE

Wednesday, August 21  
9:00 am – noon  
Northwood University