

EMPLOYEE CAMPAIGN COORDINATORS 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 and understand community needs.

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

RESPONSIBILITIES AND TIMELINE

PRE-CAMPAIGN

April - May

- Meet with your Relationship Manager to develop timeline and determine:
 - **Campaign Dates**
 - **Campaign Goals**
 - **Communication Plan** | Create a plan for the campaign, including progress updates and pledge reminders.
 - **Campaign Kick-Off** | Plan a campaign kick-off event, generating excitement about the campaign and inspiring participation.
 - **Special Events** | Brainstorm ideas to promote employee engagement around the campaign to build enthusiasm and demonstrate the impact of investing in United Way.
 - **Presentations** | Invite United Way to attend, and potentially speak at your campaign kick-off and other special events. They can also help you secure agency speakers around specific topics.
 - **Reporting Needs**
- Meet with your organization leadership to go over the campaign plan for approval.
 - Finalize campaign goals, corporate gifts, and other action items.
- Put together Campaign Committee, if needed, to accomplish campaigns and goals.

August

- Attend ECC Training
- Meet with Relationship Manager to review timeline and deliver on any outstanding action items.

CAMPAIGN

August, September, October

- **Implement Communication Plan** | Announce the campaign dates and goal to all employees, outlining the importance of the United Way campaign. Use campaign materials provided.
- Connect with the Relationship Manager regularly, to discuss the campaign, gain input and provide updates.
- Run your campaign, including regular reminders. Turn in your results at the end of your campaign.

POST CAMPAIGN

December, January, February, March

- Announce your campaign results, thanking all employees for their participation and sharing impact information.
- Meet with United Way Relationship Manager for Campaign Debrief.
 - Review campaign performance, identify opportunities and challenges.
 - Discuss your organization's CSR Goals and how United Way can assist.
- Continue to serve as United Way liaison by sharing impact stories, volunteer opportunities and resources.