

# *Understanding Your Role:*

## **What is a Campaign Coordinator?**

When you act as Campaign Coordinator for your organization's United Way campaign, you are joining forces with thousands of other committed volunteers from our community. Your dedication helps United Way do what it does best - bring the community together to help solve problems that impact people's lives.

### **As a Campaign Coordinator, your role is to:**

- Provide leadership and direction for the United Way employee campaign within your organization and motivate others.
- Ensure that all employees are provided with information and solicitation materials and are given an opportunity to contribute.
- Help employees understand that their contribution directly affects their family members, friends, neighbors, co-workers, and other people in our community who rely on United Way Community Care programs and services.

### **Specific Duties:**

- Become familiar with United Way, its value, programs and key messages.
- Operate as a liaison between employees and your United Way Loaned Executive and/or staff in securing resources for the campaign.
- Recruit and train a team of employees, representative of all departments and levels within your organization, to plan the campaign and solicitation of fellow employees.
- Plan components of your campaign to include education, promotion and solicitation of all employees.
- Establish participation and giving goals.
- Establish a campaign timeframe.
- Monitor and report progress of your campaign.
- Keep United Way and top management of your organization informed of issues, plans, and progress of the campaign.
- Submit your campaign report at least I week prior to the closing day of the community campaign.
- Report final campaign results.
- Thank employees and committee for their involvement and support.