

EMPLOYEE CAMPAIGN MANAGER ROLES & RESPONSIBILITIES



TITLE:

Employee Campaign Manager (ECM)

OBJECTIVE:

Plan, organize and manage a successful United Way workplace campaign to support the community.

REPORT TO:

Your company's CEO &/or Leadership Team

ROLE & RESPONSIBILITIES:

- Work with the leadership of your company to manage a United Way campaign
- Attend an ECM training program designed to provide:
 - Knowledge of the United Way, its services and its role in the community;
 - Skills in organizing and conducting campaigns;
 - Confidence to successfully accomplish the assignment
- Attention to detail, highly organized and a self-starter
- Outgoing and passionate personality
- Recruit a committee that represents all departments of your company
- Work with your United Way representative to develop a plan, a campaign timeline, and to set goals
- Oversee scheduling and conducting of employee group meetings; ensure availability of necessary resources (campaign materials, videos, speakers, etc.).
- Coordinate your special events
- Assist and speak at group employee meetings, various training events and kick-off functions
- Educate your co-workers and yourself about United Way's role in the community
- Promote the campaign throughout your company
- Stress the impact and significance of an undesignated gift to United Way
- Make your campaign fun!
- Stay in close contact with our United Way representative
- Say 'thank you' to every employee
- Complete all documentation and ensure the timely reporting of campaign results
- Evaluate at the conclusion of the campaign and make recommendations for next year