

EMPLOYEE CAMPAIGN MANAGER! YOU ARE THE CAMPAIGN KEY!!!!!!!!!!

Your Mission

Your role as an Employee Campaign Manager provides a critical link between United Way and your co-workers. Through your communication, organization and leadership skills, you enable your co-workers to participate in the work of strengthening our community.

Employee Campaign Manager Tasks

- Work closely with your president/CEO and United Way to develop a campaign plan
- Recruit an enthusiastic **TEAM** of co-workers to assist in the campaign
 - **T**ogether **E**veryone **A**chieves **M**ore
- Attend the Employee Campaign Manager Training to gather
- Coordinate the distribution and collection of campaign materials
- Coordinate kickoff and recognition events
- Promote the campaign throughout your company
- Educate your co-workers about United Way
- Attend United Way kickoff and victory events
- Invite EVERYONE in your company to give
- Make your campaign FUN
- Thank your donors and volunteers
- Publicize your campaign results
- Complete your campaign by giving United Way your final report
- Evaluate and make recommendations for next year

Benefits Of Being An ECM

- Showcase your leadership skills
- Network with colleagues at various levels of your organization
- Learn more about our community and local nonprofits
- Receive United Way training and network with ECMs from other companies
- Get involved with creating lasting change and a better community

Whether this is your first time as an ECM or your twentieth time, the United Way www.uwov.org website is designed with lots of materials that will give you step-by-step guidance and offer tools, tips and best practices to ensure your success.

A United Way campaign should be fun and rewarding. Let your enthusiasm and creativity shine through – **because it takes people like YOU**, who go above and beyond, to make this campaign enjoyable, meaningful and successful!



WE ARE HERE FOR YOU!!

United Way staff are available year-round to help you implement successful campaign strategies. United Way staff can help you during your campaign by:

- Assuring a prompt delivery of campaign supplies.
- Participating in planning meetings with you and your campaign team.
- Speaking on behalf of United Way at company campaign meetings and events. Bringing fresh ideas to invigorate your campaign.
- Scheduling and organizing tours of United Way funded agencies.
- Answering questions about United Way from you and/or your co-workers.
- Bringing energy and enthusiasm to your employee campaign!