

CAMPAIGN COORDINATORS: YOUR ROLE & RESPONSIBILITY?

WHAT ARE YOUR RESPONSIBILITIES AS AN EMPLOYEE CAMPAIGN COORDINATOR (ECC)?

- Become knowledgeable about United Way and educate your co-workers.
- Use the ECC guide and tools available from United Way of Greater Topeka.
- Try to recruit and coordinate a team of co-workers to assist you.
- Work closely with United Way representative and your committee to develop an effective campaign plan.
- Share your campaign plan with your CEO or senior management, getting approval to ensure support of the campaign.
- Coordinate your company's kick-off, special fundraising events, recognition events and the distribution and collection of campaign materials.
- Promote the campaign throughout your organization and allow everyone the opportunity to give.
- Encourage leadership giving in your campaign.
 - Say "Thank You" to everyone at your company for their help and participation, even if they do not give.
 - Have fun and feel good about the work you are doing for your community.



BENEFITS OF BEING AN ECC

- **Be recognized as a leader in your organization or company**
- **Develop project management and team-building skills**
- **Represent your organization at United Way functions**
- **Make a personal investment in your community**

WHO AT UNITED WAY CAN HELP YOU RUN A SUCCESSFUL CAMPAIGN?

- Your **Account Manager** is a full-time United Way staff member who is available year round to support your workplace campaign and community engagement activities. *(see first page for contact information)*
- Your **Campaign Ambassador** will provide additional support during your campaign. A Campaign Ambassador is a person who is loaned by a local company to work as a fundraiser and community spokesperson during the campaign.
- Your **Account Manager** or **Campaign Ambassador** can work with you to develop a campaign plan, make presentations at campaign events, help with your leadership giving campaign and keep you informed on opportunities and events for employees to become more engaged in the community.