

# YOUR CAMPAIGN TEAM

## INCLUDE YOUR UNITED WAY REPRESENTATIVE AS PART OF YOUR TEAM

### CHIEF EXECUTIVE OFFICER/LOCAL SENIOR MANAGER

- Support the Campaign
- Endorse Leadership Giving Campaign
- Select CC, Co-Chair, & Leadership Giving Chair
- Increase Corporate Gift

### CAMPAIGN COORDINATOR (CC)

Coordinate Campaign Plan • Organize Campaign Team • Arrange Campaign Meetings

### LEADERSHIP GIVING CHAIR/TEAM

Coordinate Leadership Giving Campaign among top managers

### STEERING COMMITTEE ROLES

Involve people at all levels & divisions in your organization. Include people from departments or these roles, such as:

#### MARKETING/COMMUNICATIONS

- Develop Campaign promotion and publicity
- Plan & coordinate year-round

#### FINANCE/PAYROLL

- Develop payroll deduction procedures
- Prepare personalized pledge cards

#### HUMAN RESOURCES/PERSONNEL

- Recruit coordinators
- Organize training with UWNELA staff
- Help schedule, plan employee meeting

#### UNIONS (IF APPLICABLE)

- Endorse & support the Campaign
- Attend & speak at key employee meetings

If applicable, include other employees who have benefited from United Way of Northeast Louisiana supported programs or services & employees who volunteer for UWNELA partner agencies.

### CAMPAIGN TEAM LEADERS (FROM DEPARTMENTS AND/OR BUSINESS UNITS)

- Attend a training session
- Organize & attend informational meetings for employees
- Recruit & manage team leaders
- Monitor Campaign progress in department and/or business unit & report to CC
- Recruit Campaign Team Members/Department Representatives

### TEAM MEMBERS/DEPARTMENT REPRESENTATIVES (ONE FOR EVERY 25-30 EMPLOYEES)

- Attend a training session
- Organize & attend informational meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions & ask for gift to UWNELA
- Collect all necessary forms for UWNELA