

United Way Campaign Coordinator

The campaign coordinator is a **very important position** which provides leadership, direction and enthusiasm for your organization's campaign. Primary responsibilities are outlined below.

Responsibilities Prior to the Campaign:

- Create a winning team by recruiting others to help make your campaign a success;
- Attend Coordinator Training (See training schedule below.);
- Develop your plan, including budget, theme, and events to support your campaign;
- Establish a campaign timeline that includes agency tours, speakers, etc;
- Meet with your United Way representative to communicate your strategies to meet your goals.

Responsibilities During the Campaign:

- Consult with your Loaned Executive or United Way staff to receive guidance and all necessary materials for your campaign;
- Conduct Leadership Campaign to include events or face to face solicitation as needed;
- Campaign Kick-off & special events;
- Hold employee meetings/tell the United Way story, show video, and ask for pledge;
- Make sure everyone is offered the opportunity to give, fills out form correctly and turns it in.

Responsibilities After the Campaign:

- Make sure all pledge information is reported completely and correctly to United Way (Donna Clark Rodgers – e-mail: donnaclark@bellsouth.net)
Pacesetter Accounts due by August 21;
General Campaign Accounts due by October 30;
- Turn in campaign results to United Way accurately & promptly;
- Implement THANK YOU portion of campaign;
- Organize information for next year's campaign team.

United Way will offer training sessions for company coordinators. The sessions will include an on-site Agency Tour, formal introduction to the Coordinator Toolkit, 2008 United Way Updates, and Breakout Sessions for campaign ideas sharing.

Coordinator Training Dates:

Pacesetter Company Coordinators	June 11
General Campaign Company Coordinators	August 6
Make up training session	August 14