

United Way Blackhawk Region Campaign Cabinet Member Description

Staff liaison(s): Resource Development Director and/or President & CEO



Summary

United Way Blackhawk Region (UWBR) advances the common good by focusing on education, income and health – the building blocks for a good quality of life. Financial and volunteer resources garnered through the Campaign process enable UWBR to accomplish its mission of improving lives by mobilizing the caring power of communities.

Campaign Cabinet members assist in the development of campaign strategies and provide leadership for the implementation and execution of campaign efforts and logistics.

Roles and Responsibilities

- Contact existing, lapsed or prospective accounts (via CEO or ECC Calls, personalized letters, follow-up calls or one on one meetings) within the division or as assigned, to:
 - Thank the organization for their prior support, confirm a continued commitment, or solicit a corporate gift or establishment of employee workplace campaign
- Assist with the identification and recruitment of Account Managers, as needed
- Attend Campaign Cabinet meetings and communicate regularly with leadership and staff to share progress, opportunities and/or concerns
- Ensure timely solicitation of all division / assigned accounts
- Participate in United Way Blackhawk Region’s Campaign Kickoff and LIVE UNITED Celebration when possible

Cabinet Chair

- A Campaign Cabinet Chair will be elected annually based on nominations and majority vote of the Campaign Cabinet. The Chair will serve a one-year term (*April through March*) with the option to seek re-election to a second, one-year term.

Chair Roles and Responsibilities

(With United Way staff assistance from Resource Development Director and President/CEO)

- Develop, implement and evaluate the annual Campaign Cabinet work plan, goals and associated strategy to achieve UWBR organizational targets
- Set the annual Campaign Cabinet meeting timeline and develop meeting agendas
- Recruit local community leaders to serve as members of the Campaign Cabinet to provide the expertise needed to build and increase a foundation of solid support for the United Way mission

Estimated annual time requirement

	Approx. Hours
* Campaign Cabinet Meetings	8 to 10
* CEO or ECC calls	4 to 8
* Account maintenance/Follow-up calls/Thank-you notes	4 to 10
* Campaign events	<u>2 to 4</u>
TOTAL	18 to 32 hours

CEO – Chief Executive Officer

ECC – Employee Campaign Coordinator