



United Way
Blackhawk Region

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Campaign Cabinet Member Description

Staff liaison(s): Director of Corporate Campaigns and/or President & CEO

Summary

United Way Blackhawk Region (UWBR) fights for the health, education and financial stability of every person in every community. Financial and volunteer resources garnered through the workplace 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 active, prospective, or lapsed workplace campaign accounts or “corporate partners” (via CEO or Employee Campaign Coordinator (ECC) calls, personalized letters, follow-up calls or in-person meetings) to:
 - Thank the organization for their prior support, confirm a continued commitment, or solicit a corporate gift or establishment of employee workplace campaign.
- Assist ECCs with best practices for effective workplace campaigns, as needed.
- Attend monthly Campaign Cabinet meetings and communicate regularly with leadership and staff to share progress, opportunities and/or concerns.
- Ensure timely solicitation of all assigned and prospective workplace campaign 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 Director of Corporate Campaigns and President/CEO)

- Develop, implement and evaluate the annual Campaign Cabinet work plan, goals and associated strategies to achieve UWBR organizational targets.
- Set the Campaign Cabinet meeting timeline and assist in development of 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 United Way.

Estimated annual time requirement

- * Monthly Campaign Cabinet Meetings
- * CEO or ECC calls
- * Account maintenance/Follow-up calls/Thank-you notes
- * Campaign events

Approx. Hours

8 to 12

4 to 8

4 to 10

2 to 4

TOTAL

18 to 34 hours