

Company 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:

- Attend Coordinator Training
- Create a winning team by recruiting others to help make your campaign a success
- Become familiar with United Way's mission and its partners and programs
- Develop your plan, including budget, theme, and events to support your campaign
- Establish a campaign timeline that includes agency tours, speakers, meeting, etc.
- Work with your CEO to establish participation and giving goals
- Meet with your United Way representative to communicate your strategies to meet your goals

Responsibilities During the Campaign:

- Consult with your Loaned Executive to receive guidance and all necessary materials for your campaign
- Conduct a Leadership Campaign to include events or face to face solicitation as needed
- Organize the campaign kick-off & special events
- Hold employee meetings and tell the United Way story, show video, and ask for pledge
- Make sure everyone is offered the opportunity to give

Responsibilities After the Campaign:

- Make sure all pledge information is reported completely and correctly to United Way
- Turn in campaign results to United Way accurately and promptly
- Implement THANK YOU portion of campaign (Thank ALL donors)
- Organize information for next year's campaign team