



United Way of
Southwest Michigan

ECC MISSION DUTIES

EMPLOYEE CAMPAIGN COORDINATORS: KEY LINK

Your Mission

Your role as an Employee Campaign Coordinator provides a critical link between United Way and your coworkers. Through your communication, organization, and leadership skills, you enable your co-workers to Give, Advocate, and Volunteer to help strengthen our community.

Employee Campaign Coordinator Tasks

- Work closely with your president/CEO and United Way representative to develop an effective campaign plan and set a goal.
- Recruit an enthusiastic team of co-workers to assist in the campaign, if needed.
- Coordinate the distribution and collection of campaign materials with your Campaign Relationship Coordinator.
- Coordinate kickoff and recognition events.
- Promote the campaign throughout company.
- Educate your co-workers about United Way.
- Conduct a separate leadership giving solicitation meeting (for annual gifts of \$500 or more).
- Invite EVERYONE in your company to give.
- Make a gift yourself.
- Encourage volunteerism among your co-workers.
- Thank your donors and volunteers.
- Publicize and celebrate your campaign results.
- Complete your campaign by giving United Way your final report.
- Evaluate and make recommendations for next year.
- Track your volunteer hours throughout the campaign.

Benefits of being an ECC

- Develop and showcase your leadership skills.
- Network with colleagues at various levels of your organization.
- Learn more about our community and local nonprofits.
- Get involved with creating lasting change and a better community for all.

Conducting a United Way campaign should be a fun and rewarding experience. Let your enthusiasm and creativity shine through and your efforts will pay off. It takes people like you, who go above and beyond, to make this campaign enjoyable, meaningful, and successful! Thank you!