

Include your United Way representative as part of your team

Chief Executive Officer/Local Senior Manager

- Support the Campaign
- Endorse Leadership Giving Campaign
- Select CC, Co-Chair, & Leadership Giving Chair
- Increase Corporate Gift

Campaign Coordinator (CC)

- Coordinate Campaign Plan
- Organize Campaign Team
- Arrange Campaign Meetings

Leadership Giving Chair/Team

- Coordinate Leadership Giving Campaign among top managers

Steering Committee Roles

Involve people at all levels & divisions in your organization. Include people from departments or these roles, such as:

Marketing/Communications

- Develop Campaign promotion and publicity
- Plan & coordinate year-round

Finance/Payroll

- Develop payroll deduction procedures
- Prepare personalized pledge cards

Human Resources/Personnel

- Recruit coordinators
- Organize training with UWNELA staff
- Help schedule, plan employee meeting

Unions (If Applicable)

- Endorse & support the Campaign
- Attend & speak at key employee meetings

If applicable, include other employees who have benefited from United Way of Northeast Louisiana supported programs or services & employees who volunteer for UWNELA partner agencies.

Campaign Team Leaders (from departments and/or business units)

- Attend a training session
- Organize & attend informational meetings for employees
- Recruit & manage team leaders
- Monitor Campaign progress in department and/or business unit & report to CC
- Recruit Campaign Team Members/Department Representatives

Team Members/Department Representatives (one for every 25-30 employees)

- Attend a training session
- Organize & attend informational meetings for employees as needed
- Meet one-on-one, if necessary, with assigned co-workers to respond to questions & ask for gift to UWNELA
- Collect all necessary forms for UWNELA