



Sample Campaign Committee Structure *(for large company)*

Employee Campaign Coordinator (ECC) and Co-ECC

- Recruit and convene Campaign Committee
- Oversee development of campaign plans
- Seeks executive approval and buy-in

I. Leadership Giving Chair

Organize Leadership Giving efforts during campaign

II. Education Chair

Coordinate, design and host “Ask Meetings”

III. Special Events Chair

Plans and implements special events

IV. Communications Chair

Coordinates and approves all campaign communications and educational activities

V. Volunteer Chair

Plans and coordinates volunteer activities, such as Day of Caring

VI. Executive Sponsor

Acts as Campaign Committee liaison during management meetings

VII. Department Driver

A United Way Champion that helps promote the campaign in their respective department

* Please note that for smaller companies/campaigns, positions may be combined or eliminated as appropriate.