



United Way Capital Area Workplace Giving Campaign 2011



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
- Coordinates “ask” meetings

Leadership Giving Chair

Organize Leadership Giving efforts during campaign

Special Events Chair

Plans and implements special events

Volunteer Chair

Plans and coordinates volunteer activities, such as Day of Caring

Executive Sponsor

Acts as Campaign Committee liaison during management meetings

Department Driver

An internal 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.

United Way
Capital Area

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CENTRAL TEXAS