



## United Way Capital Area Workplace Giving Campaign 2011



### **EMPLOYEE CAMPAIGN COORDINATOR (ECC)** *Sample Job Description*

- **Leader** - sets the tone of the team and the campaign itself
- **Convener** - brings together the team that builds a successful campaign
- **Ambassador** – promotes campaign awareness and education throughout company; ensures that campaign communication compliments company values and goals

#### **Benefits**

- Grow your leadership, project management and public speaking skills.
- Demonstrate your commitment and leadership to others in your company.
- Work with a team of compassionate and talented co-workers from across departments.

#### **Checklist**

- Recruit a Committee (for larger companies).
- Engage CEO – Inform of goals, activities, etc. Make request to send out pre-campaign letter to all employees (sample in Campaign Tool Kit)
- Convene Committee: weekly planning meeting 3- 6 weeks prior to campaign start.
- Recruit 5 - 30 Department Leaders, depending on company size.
- Approve campaign dates and goal at first Committee Meeting.
- Bring together Department Leaders for one hour training.
- Approve welcome letter to be sent to all employees at start of campaign.
- Update employees on campaign progress (usually half-way and towards end)
- Thank employees for their generosity and celebrate participation.

United Way  
Capital Area

United  
Way



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CENTRAL TEXAS