



United Way of the Ozarks

Employee Campaign Manager Role

Your role as a Campaign Manager

As an Employee Campaign Manager, you are positioned to bring United Way of the Ozarks into the workplace. The more exposure your campaign committee and your co-workers have to United Way and its work, the more your campaign will grow. You are the key to a successful workplace campaign. When you serve as an Employee Campaign Manager for your organization's campaign, you are joining hundreds of other committed volunteers in our community.

Primary Objective:

To enable your co-workers to create a stronger community by planning, organizing, and coordinating a successful United Way campaign within your company. **We recognize that managing your organization's fundraising campaign is a lot of work in addition to the job you do each day.** We are here to help you make your company's campaign a success.

Responsibilities may include:

- Attend a one-hour Employee Campaign Manager training.
- Work with your United Way Account Manager to develop an effective campaign plan.
- Recruit and coordinate a team of volunteers to assist you.
- Coordinate and attend kickoff and recognition events.
- Promote the campaign throughout the company and educate.
- Educate your co-workers about United Way.
- Encourage leadership giving in your campaign.
- Invite everyone to give and make a gift yourself.
- Thank your donors and volunteers.
- Complete your campaign by turning in completed pledge forms and any reports necessary.
- Evaluate and make recommendations for next year's campaign.

Your United Way of the Ozarks Account Managers:

Rachael Walsh, rwalsh@uwozarks.org • Janelle Mitchell, jmitchell@uwozarks.org

417-863-7700