



EMPLOYEE CAMPAIGN MANAGER ROLE

Your role as a Campaign Manager

As an Employee Campaign Manager, you are positioned to bring United Way Ozarks Region 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:

- Attending a one-hour Employee Campaign Manager training.
- Working with your United Way Account Manager to develop an effective campaign plan.
- Recruiting and coordinating a team of volunteers to assist you.
- Coordinating and attending kickoff and recognition events for your team.
- Promoting the campaign throughout your company/organization.
- Educating your co-workers about United Way.
- Encouraging leadership giving in your campaign.
- Providing everyone in your workplace the opportunity to give and making a gift yourself.
- Thanking your donors and volunteers.
- Completing your campaign by turning in pledge forms and any reports necessary.
- Evaluating and making recommendations for next year's campaign.

Your United Way Ozarks Region Account Managers:

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