



## United Way of Whatcom County

### Volunteer Campaign Executive Job Description

Volunteer Campaign Executives play a crucial part in United Way's fundraising efforts by assisting United Way staff in running the 12-week annual campaign (August 27 to November 16). Campaign Executives (CEs) work with a variety of United Way stakeholders to reach the 2006 Campaign goal.

CEs report to the United Way Vice President of Resource Development.

**Role of Campaign Executive:** To provide leadership, management, planning and teamwork skills to CEOs and company campaign coordinators in planning, implementing and running successful United Way campaigns in workplaces throughout Whatcom County.

A minimum of 20 hours per week are required to ensure success in this volunteer position.

#### **Benefits of the Position:**

- ✓ Excellent opportunity to improve communication, public speaking, leadership, management and teamwork skills;
- ✓ Extensive opportunities for networking with local business leaders;
- ✓ Comprehensive training provided in the areas of communications, account management, promotion and fund raising;
- ✓ Great way to serve the community while making new business contacts;

#### **Specific Duties:**

- Participate enthusiastically in all parts of the Campaign Executive training.
- Analyze past giving history of each company account, work with staff to gain current status on accounts and develop a campaign strategy.
- Personally contact CEOs or agency contacts and develop campaign plans for all accounts.
- Confirm, or solicit, corporate contributions for all accounts.
- Plan and implement a United Way campaign within each account in collaboration with company campaign coordinator.
- Recognize and overcome campaign obstacles.
- Provide outstanding customer service in support of all company campaign efforts.
- Arrange for agency presentations at employee rallies and other related campaign activities.
- Present the "Case for Giving to United Way" at campaign rallies.
- Participate in all campaign meetings, events and celebrations.
- Help other CEs and volunteers as part of campaign team.

- Assist the company campaign coordinator in closing out and reporting campaign results for the company as soon as the company campaign is finished.
- Submit all reports and contributions to United Way office by Friday, November 16th.
- Send thank you letters and certificates of appreciation to CEOs, company campaign coordinators and campaign volunteers as appropriate.
- Maintain a positive, enthusiastic and winning attitude.

**Minimum Requirements:**

- Valid Driver's License and accessibility to an automobile.
- Ability to carry packages weighing 25 pounds.
- Excellent verbal and written communication skills.
- Basic computer literacy.

**Questions:**

Please contact Erica Charbonneau, Vice President of Resource Development, United Way of Whatcom County, 1511 Cornwall Ave., Bellingham, WA 98225, [erica@unitedwaywhatcom.org](mailto:erica@unitedwaywhatcom.org) 360-733-8670 or Fax 360-733-8674