



**United Way**  
Greater Toronto

# YOUR CAMPAIGN COMMITTEE

Your campaign committee may include the following volunteer functions, some of which can be combined and handled by one person.



# Committee Position Descriptions

## Employee Campaign Chair (ECC)

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**Role:** Bring together the necessary people and resources to plan and implement a successful workplace fundraising campaign.

**Key responsibilities:**

- Attend United Way training and information sessions.
- Recruit a campaign committee and Ambassadors.
- Communicate with management, labour and employees.
- Play a lead role in developing a campaign plan, including goals, strategies and a timetable.
- Direct implementation of the campaign plan.
- Chair regular committee meetings.
- Monitor and communicate campaign progress.
- Address any problems or issues that arise during the course of the campaign.
- Maintain ongoing communication with United Way.
- Remit funds on an ongoing basis.
- Ensure that volunteers, donors and suppliers receive appropriate thanks and recognition.
- Evaluate campaign results and make recommendations for next year.

## Deputy ECC or Co-ECC

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**Role:** Support the ECC, usually in preparation for taking on the role of ECC the following year.

**Key responsibilities:**

- Support the ECC in all aspects of their role.
- Gain a comprehensive understanding of the campaign in preparation for taking on the role of ECC.
- Participate as an active member of the campaign committee.

## Labour Campaign Co-Chair

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**Role:** Co-manage the campaign with the ECC in joint union-management campaigns.

**Key responsibilities:**

- Same as the ECC.
- Ensure that union members are integrated into every facet of the workplace campaign.
- Encourage union members to support United Way.

## Leadership Chair

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**Role:** Coordinate the approach to renewing and potential Leadership donors (gifts of \$1,200+).

**Key responsibilities:**

- Attend a United Way Leadership campaign planning session.
- Develop a Leadership campaign plan.
- Identify potential Leadership donors.
- Arrange a Leadership presentation.
- Recruit and train Leadership Ambassadors.
- Monitor and report Leadership results.
- Ensure that all Leadership donors receive thanks and recognition.
- Evaluate the Leadership program at the end of the campaign and make recommendations for next year.
- Participate as an active member of the campaign committee.

## Ambassador Coordinator

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**Role:** Coordinate the recruitment, training and recognition of Ambassadors.

**Key responsibilities:**

- Attend a United Way Ambassador training workshop, if appropriate.
- Help determine how many Ambassadors are required for each area.
- Coordinate the recruitment of all Ambassadors.
- Arrange training for all Ambassadors.
- Communicate with Ambassadors on an ongoing basis.
- Monitor progress and assist with any problems that Ambassadors encounter.
- Ensure that Ambassadors are following up effectively with outstanding donors.
- Ensure that all Ambassadors receive thanks and recognition.
- Evaluate the canvassing program at the end of the campaign.
- Participate as an active member of the campaign committee.

## Ambassadors

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**Role:** Serve as an Ambassador for the campaign and provide co-workers with an opportunity to make an informed decision about charitable giving.

**Key responsibilities:**

- Attend an in-house Ambassador training session.
- Learn about United Way, why it is important to support its work in the community and why your organization is running an employee workplace campaign.
- Communicate the timetable, goals, events and incentives to co-workers.
- Ask co-workers to support the workplace campaign.
- Answer questions and thank donors.
- Follow up with anyone who was away from the office or who has not made a decision.
- Monitor and communicate progress to your Ambassador Coordinator and/or ECC.
- Make recommendations for next year.

## Campaign Committee Members (individual descriptions follow)

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**Role:** Assist the ECC in the planning and implementation of a successful workplace fundraising campaign within their defined role.

**Key responsibilities:**

- Attend campaign committee meetings and appropriate United Way training sessions.
- Provide input into the overall campaign plan.
- Deliver on commitments according to the timetable established.
- Be an Ambassador for your workplace campaign and for United Way.
- Answer questions.
- Help provide thanks and recognition to donors, volunteer and suppliers.

## Last Year's ECC

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**Role:** Advise the ECC and the campaign committee.

**Key responsibilities:**

- Pass along last year's campaign results and recommendations.
- Participate in the development of the campaign plan.
- Attend and participate in campaign committee meetings.

## Finance Coordinator

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**Role:** Coordinate all financial aspects of the campaign.

**Key responsibilities:**

- Arrange for the personalization of all paper pledge forms.
- Develop an effective monitoring system for campaign returns (pledge form donations and special event money).
- Ensure that campaign security measures are adhered to.
- Oversee the tracking of campaign results.
- Arrange for the submission of all donations in campaign envelopes to United Way.
- Evaluate the financial systems at the end of the campaign and make recommendations for next year.
- Participate as an active member of the campaign committee.

## Communications Coordinator

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**Role:** Coordinate all campaign related communications.

**Key responsibilities:**

- Develop an effective communications plan which promotes the campaign and educates employees about United Way.
- Handle ongoing campaign communications including regular progress reports.
- Communicate final campaign results.
- Help deliver effective recognition for donors, volunteers and suppliers.
- Evaluate the communications plan at the end of the campaign.
- Participate as an active member of the campaign committee.

## Recognition Coordinator

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**Role:** Develop and implement a comprehensive plan for providing appropriate recognition to all donors, volunteers and suppliers.

**Key responsibilities:**

- Develop a recognition program (including a budget, if appropriate) for volunteers, donors and suppliers.
- Ensure that the recognition program is active during the campaign.
- Evaluate the recognition program at the end of the campaign.
- Participate as an active member of the campaign committee.

## Retiree Chair

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**Role:** Coordinate the approach for retired employees.

**Key responsibilities:**

- Help develop a retiree campaign plan.
- Help coordinate and sign any correspondence being sent to retired employees.
- Organize systematic follow-up.
- Monitor and report results of the retiree campaign.
- Ensure that retired donors receive adequate thanks and recognition.
- Evaluate the retiree program at the end of the campaign.
- Participate as an active member of the campaign committee.

## Special Events Coordinator

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**Role:** Plan and implement specific campaign events.

**Key responsibilities:**

- Assess the feasibility of prospective events
- Develop a comprehensive plan for each event including promotion, resources, set-up, contingency plan and success measurements.
- Effectively implement special events and/or manage a sub-committee.
- Evaluate the effectiveness of special events at the end of the campaign.
- Participate as an active member of the campaign committee.

## Location Coordinator

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**Role:** Coordinate the integration of different geographic locations in the campaign.

**Key responsibilities:**

- Ensure that location needs are appropriately addressed by the overall campaign plan.
- Enlist volunteers at the location level, including Ambassadors.
- Ensure that location volunteers receive adequate training, information and support.
- Ensure that locations feel connected to the overall campaign.
- Track location progress and report it to the overall campaign.
- Ensure that location donors, volunteers and suppliers receive adequate thanks and recognition.
- Evaluate location performance and integration at the end of the campaign.
- Participate as an active member of the campaign committee.

## GenNext Ambassador

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**Role:** Coordinate the effort to engage employees in their 20s and 30s with the campaign.

**Key responsibilities:**

- Help develop a GenNext engagement & communications plan in support of Campaign.
- Help coordinate any correspondence being sent to younger employees.
- Help coordinate event(s) for GenNext employees during your campaign.
- Pass on communications about volunteer opportunities and events from United Way.
- Monitor and report results of the GenNext campaign, including evaluation at the end of the campaign.
- Participate as an active member of the campaign committee.

## United Way staff partner

(Fundraising Manager or Sponsored Employee)

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**Role:** Provide information, material and strategic advice on best practices.

**Key responsibilities:**

- Attend campaign committee meetings, as appropriate.
- Assist with committee orientation, campaign debrief session, Ambassador training, group information sessions, mid-campaign review, etc.
- Help arrange United Way Speakers, Agency Tours, and Day of Caring®, events, etc.
- Provide information.
- Collect information on the progress of your campaign to monitor the progress of the overall campaign.
- Assist with the preparation and submission of campaign envelopes.
- Assist with final campaign evaluation.