



## The Role of United Way Campaign Chair/Co-Chairs

*We believe in our community. We believe that its success depends on the people we live in it.*

We have the power to build and improve our great region through United Way. United Way provides the forum and opportunity for all of us to work together and invest in strategies that enable people to overcome life's challenges and to live more fully; provide safe, healthy and fostering environments for youth to succeed; and build safer, more welcoming neighbourhoods.

**The role of United Way Campaign Chair/Co-Chair is critical to our success in building community.**

**The responsibilities of the role include:**

1. Provide leadership to cabinet and oversee the entire annual fundraising campaign.
2. Recruit division leaders as required (approx. 10-15)
3. Participate in strategic meetings with senior level business managers to promote the United Way and encourage support
4. Participate in strategic planning sessions
5. Monitor volunteers' progress and results. Help to resolve problems and adjust strategies as necessary. Is an enthusiastic and motivational leader for the campaign cabinet
6. Chair and report at campaign cabinet meetings
7. Participate in creating and building on the vision for the United Way in northern British Columbia
8. Is prepared to be a public figure for campaign, by participating in photo and/or media interview opportunities
9. Promote the United Way throughout the year at business and social functions, to work and business colleagues and to friends, family and neighbours. Promote giving to United Way in the workplace
10. Agree to be a role model in promoting giving to United Way at the Leadership (\$500), or Chairman's Level (\$1,000)
11. Be prepared to assist staff of the United Way of Northern British Columbia to make connections with other members of the community for the purpose of enlisting their voluntary and/or financial support
12. Sign letters of request and thanks
13. Play a leadership role in special campaign events and celebrations
14. Assist in recruiting incoming campaign chair/co-chairs
15. Attend and report at United Way board meetings, as needed

### **Time Requirements:**

At least a one year commitment, including the following:

- Three pre-campaign planning meetings (March - August)
- 7-10 cabinet meetings (one-hour meetings) during the campaign season (September - December)
- Up to 25 senior management visits (approx 15-30 minutes each)
- Campaign planning meetings at top 10 accounts as needed
- Attend/play a leadership role in three campaign events:
  - September – Kick Off Event/Activities
  - February – Campaign Cabinet Wrap-up Luncheon
  - March – Community Campaign Wrap-up Event
- Telephone calls to recruit cabinet members and follow up on their accepted responsibilities
- Attend leadership giving events (if applicable)



The United Way's planned approach is a constant cycle of effort to ensure critical needs are identified, cooperative strategies are developed, and donations are invested in a way to have the greatest impact on the community.

To support our campaign in your workplace please call Prince George (250) 561-1040 • Fort St. John (250) 263-9266