



## The Role of United Way Campaign Division 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 Division Chair/Co-Chair is critical to our success in building community. The Division Chair/Co-Chair reports to the Campaign Chair/Co-Chairs and is supported by United Way staff.**

### Qualities to Ensure Success:

- Passion and commitment for the role and United Way's role in the community
- Leadership and dedication
- Communication and motivational skills
- Enthusiasm
- Ability to delegate
- Visibility within the community/sector or division
- Community involvement/knowledge of community issues
- Planning & analytical skills
- Attention to detail

### Responsibilities:

- Identify employee campaign coordinators within division accounts
- Recruit other volunteers, as required
- Plan strategies and set goals specific to the division and accounts with staff support
- Work as a team member of the campaign cabinet to achieve the targets required
- Participate in training sessions
- Help to establish the United Way brand in the community by using appropriate messaging and promotional tools
- Monitor the progress of division results and reporting on these results
- Work with staff to analyze the division and create campaign strategies to achieve success
- Identify areas of potential and challenge and work on solutions with staff
- Make corporate calls on identified accounts within the division with staff support
- Work with staff to train coordinators, drop off campaign materials and pick up completed campaign materials
- Attend campaign events
- Assist with succession planning within the division and campaign cabinet

### 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)
- Campaign planning meetings at division accounts as needed
- Attend three campaign events:
  - September – Kick Off Event/Activities
  - February – Campaign Cabinet Wrap-up Luncheon
  - March – Community Campaign Wrap-up Event
- 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