

Loaned Executive
2022 Campaign Position Description

The Loaned Executive serves as a critical member of their assigned divisional team by coordinating with Division Chair and campaign volunteers to build upon past campaign successes and leadership to increase the fundraising capabilities for the current and future United Way of Central Washington Employee Campaigns, and to increase awareness of employees of how United Way of Central Washington leverages funds to create community impact.

Role:

In coordination with other United Way volunteers and with the direction and support of United Way staff, the Loaned Executive is responsible for the planning and implementation of employee giving programs in each organization assigned to her/him.

Strategies:

- Learn about United Way, our mission and work, and take on the role of a passionate advocate for helping people, nonprofits, and communities throughout Yakima and Kittitas Counties.
- Coordinate with campaign Division Chair and your division team to develop strategies for accounts and ensure the most comprehensive campaign experience possible for each company.
- Obtain commitment of the employee chairperson for a successful employee campaign, and encourage generous giving and maximum participation.
- Follow a time schedule developed with employee chairperson assistance.
- Assist in the process of reporting campaign results to United Way and ensure employee participation information is submitted to company's payroll system.
- Be quick to spot problem areas and lagging employee campaigns and exercise good judgment in calling for help from volunteers and United Way staff.
- Verify company and key contact information, submit updates to United Way.
- Arrange employee meetings on company time, and work with employee chairperson and United Way staff to conduct Leadership Giving meetings when possible.
- At the end of each employee campaign, report updated contact information and describe how the campaign worked, to benefit next year's Loaned Executive.
- Meet and get to know volunteers, donors, company executives, and nonprofit leaders with enthusiasm.
- Work closely with the employee chairperson to ensure the company's payroll deduction procedures are in place.
- THANK EVERYONE! Call, write, stop in, reappear to announce results...

Involvement:

- Participate as an active member of your division team by attending meetings and providing progress reports.
- Attend Loaned Executive orientation and United Way events, celebrations, and check-in meetings.
- Provide account status updates to Division Chair and United Way Staff weekly or by request.

United Way of Central Washington Staff will:

- Provide day-to-day management function for accounts and volunteers.
- Develop training materials and conduct volunteer trainings.
- Develop comprehensive campaign materials for each account (campaign packets).
- Coordinate delivery of campaign materials to volunteers.
- Provide analysis and background information.
- Provide materials and staffing for all meetings.
- Send weekly campaign updates; both comprehensive and division specific.
- Be available as a resource for all Campaign Cabinet throughout the campaign.