

CAMPAIGN EXECUTIVE PROFESSIONAL DEVELOPMENT

A COMMUNITY BUILDER SPONSORSHIP OPPORTUNITY

To supplement our fundraising efforts, local businesses and organizations lend or sponsor talented people to work full-time for 12 weeks. Campaign Executives serve as spokespersons, community advocates and fundraisers, assisting local employers in conveying the work, message and vision of United Way of Pierce County.

These individuals not only strengthen their professional skills, build valuable relationships and enhance their visibility—they are essential in helping to raise millions to help children, families and individuals in Pierce County.

This program provides a unique opportunity for professional development of new and emerging leaders by fully immersing the staff member in an opportunity where they are responsible for working with 10-20 local businesses to conduct United Way workplace giving campaigns. Campaign Executives are responsible for organizing presentations at work-places, public speaking, promoting company fundraising efforts, keeping track of communications, learning new technologies and collecting and accounting for contributions.

Community Builder Sponsorship funds will be used to support this professional development program.



My experience as a Campaign Executive helped me grow tremendously—professionally and personally. I gained many skills from this experience, especially public speaking and how I presented myself, which I am certain, led me to a promotion within my organization. Witnessing the generosity of so many while also seeing the struggles and testimonies of others was truly remarkable. This was one of the most impactful experiences of my life.



Samantha Steenberg Trainer, Credits Department
DaVita Kidney Care, Tacoma, WA

BENEFITS TO SPONSORING COMPANY:

- Employees improve public speaking skills and project management skills
- Ability to see how employee excel in a customer-facing environment
- Increased visibility for your organization's community participation and commitment
- Strengthened relationships with other businesses
- Opportunity to positively impact our community and advance your corporate social responsibility goals

BENEFITS TO CAMPAIGN EXECUTIVES:

- Training and development in consultative sales, public speaking, problem solving and technology
- Work with diverse personalities
- Professional event coordination experience
- Greater knowledge of how various companies operate
- Opportunity to contribute directly to our community
- Enhanced knowledge of community needs, economic trends and activities
- Understand the challenges we face as a community and the collaborative ways that United Way and our community partners are facing challenges

[...See next page for requirements and training provided](#)



United Way of Pierce County

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REQUIREMENTS:

We are looking for individuals who are emerging leaders and are excited to take on a new challenge and grow as a professional. A strong candidate for the Campaign Executive Program will possess:

- High ethical standards
- A positive, team-player attitude
- Flexibility
- Comfortable in public speaking, but will be trained on this through the program as well
- Vehicle in order to attend events and appointments throughout county
- Full-time availability for a four to five month engagement
- Skills needed: Proficiency with Microsoft Office/Excel/Word, clear speaking voice, well organized, strong oral and written communication skills, energetic and self-motivated, outgoing personality and the ability to work well in a team environment

TRAINING PROGRAM WILL INCLUDE:

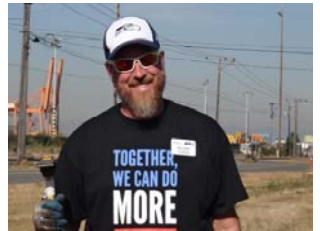
- Best practices for running work-place giving campaigns
- Consultative sales
- Public presentations
- Tactics working with volunteers
- In depth information on community issues and conditions

Two ways that employers can get involved:

1. Lend a talented employee to United Way for four to five months while continuing to pay the employee's salary, expenses and benefits.
2. Provide sponsorship dollars to underwrite the cost of hiring a professional if an employee cannot be loaned.

If you are an employer or an individual interested in participating in our Campaign Executive Program, contact:

Stephen Deal
Vice President, Resource Development
253.597.8105, (206) 605-4140 (cell)
StephenD@UWPC.org



United Way of Pierce County

1501 Pacific Avenue, Suite 400 Tacoma WA 98402 253.272.4263 UWPC.org