



PEOPLE: COMMUNITY AMBASSADORS

CAMPAIGN EXECUTIVES

Each Fall/Winter we supplement our fundraising efforts, when local businesses and organizations lend or sponsor talented people to work seasonally in full-time positions for 12 weeks. Campaign Executives serve as spokespersons, community advocates and fundraisers, assisting local employers in conveying the work, mission and vision of United Way. 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 fundraising efforts, keeping track of communications, learning new technologies and collecting and accounting for contributions.

BENEFITS TO SPONSORING COMPANY

- Employees improve public speaking skills and project management skills
- Ability to see how employees 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

CAMPAIGN EXECUTIVE 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
- Vehicle in order to attend events and appointments
- Full-time availability for a 12 week engagement

Skills needed: Proficiency in 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.

CAMPAIGN EXECUTIVE TRAINING PROGRAM WILL INCLUDE

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

TWO WAYS EMPLOYERS CAN GET INVOLVED

Campaign Executive Sponsorship represents an investment per person and is used solely to support this professional development program. Please contact us for the monetary value of this sponsorship.

1. Lend a talented employee to United Way for 12 weeks 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.

BECOME A PROUD SPONSOR OF A CAMPAIGN EXECUTIVE

If you are an employer or an individual interested in participating in our Campaign Executive program, please contact the Resource Development Team at **253.272.4263** or visit our website to learn more at **uwpc.org**.