



United Way
of the Coastal Empire

WELCOME

Thank you for leading your organization's 2022 United Way campaign. Whether this is your first time as a Champion or you have served before, this toolkit can help you inform your colleagues about United Way and inspire them to give, volunteer, and engage in support of our community. Workplace campaigns, like the one you're about to manage, take place at 800+ companies and organizations across our four-county region. These efforts represent the primary source of contributions raised in the campaign, which result in funding programs and services providing a safety net and pathway towards upward mobility. Thank you for your partnership. Together we can make the kind of change that doesn't just improve lives, it improves generations.

YOUR ROLE AS EMPLOYEE CAMPAIGN MANAGER (ECM)

You will work closely with United Way (UW) to plan and implement a successful fundraising campaign. Responsibilities:

- Educate co-workers about United Way and encourage participation in the campaign.
- Organize meetings and special events.
- Coordinate distribution and collection of campaign materials and pledge forms.
- Promote year-round engagement through advocacy and volunteerism.
- Thank colleagues for their efforts.

BENEFITS

- Showcase your leadership and project management skills.
- Network with colleagues and other ECMs in the community.
- Create a positive impact in your community.
- Develop a more engaged workforce for your company.

UNITED WAY OF THE COASTAL EMPIRE

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