

# Your Role as a Campaign Coordinator

**\*Official campaign start date is September 1, 2010 and official end date is January 31, 2011\***

**2010 Campaign Goal: \$600,000**

United Way of Coastal Carolina would like to welcome you as a Campaign Coordinator. Your role is critical. Without you, we simply could not reach as many individuals who want to make a difference in the community. United Way of Coastal Carolina's Campaign Coordinators are the key to a successful workplace campaign. When you serve as a Campaign Coordinator for your company's or organization's campaign, you are joining many other committed volunteers in our community!

**Primary Objective:** To mobilize your co-workers to create a stronger community by planning, organizing and coordinating a successful United Way Campaign within your company.

Managing your company's fundraising campaign is a lot of work in addition to the job you do each day. We are here to help you in any way make your company's campaign a success.

## **Responsibilities may include:**

- Attend Campaign Coordinator Training
- Work with your United Way staff to develop an effective campaign plan
- Recruit and coordinate a team of volunteers to assist you
- Coordinate and attend your company's kickoff and recognition events
- Promote the campaign throughout the company
- Educate your co-workers about United Way
- Invite everyone to give
- Encourage leadership giving in your campaign
- Encourage volunteerism among co-workers
- Thank your donors and volunteers
- Complete your campaign by preparing campaign reports and turning in completed pledge forms
- Evaluate your campaign and make recommendations for next year's campaign

On behalf of the people who will be helped this year and next year, thank you for all your hard work! It takes people like you, who go above and beyond, to make this campaign successful.



**LIVE UNITED** 