

UNITED WAY SUGGESTED COMMITTEE ROLES



Committee Assignments/roles	Member Assigned	Phone number/extension	email address
Publicity/Promotions			
Develop communications to employees			
Promote the United Way message via e-mail, intranet, posters, etc.			
Leadership Giving			
Work with Leadership Giving Chairman to hold separate meetings/events for past and prospective leadership givers			
Develop a targeted "Ask" to employees who would be able to give at levels of \$1000 or more			
Education/Employee Meetings/ Agency Tours			
Ensure all employees are scheduled to attend a United Way meeting			
Coordinate agency tours for employee groups			
Work with United Way representative to secure speakers for employee meetings.			
Special Events			
Develop a theme and decorate for events accordingly			
Organize events (campaign kickoff, thank you event, etc.) throughout campaign			
Incentives			
Solicit incentives for giveaways (Note: Check out the United Way store for prizes)			
Determine how the prizes will be used (e.g. early pledge card return, attending meetings, raffles, etc.)			
Publicize winners			
Pledge cards/track results			
Implement plan for pledge card distribution. Don't forget to utilize your Campaigners.			
Determine process for returning pledge cards to Campaign Coordinator. Don't forget to utilize your campaigners.			
Track campaign results/progress			
Thank You			
Implement Thank You program			
Plan event, send personal note and/or a small token			
Be creative and have fun- don't forget your committee and campaigners!			
Day of Caring			
Recruit company volunteers to participate in the United Way Day of Caring			
Work with the United Way Day of Caring representative to plan the details of your projects.			
Campaigners			
Recruit campaigners			
Plan Campaigner Training			
Maintain constant communication between committee and campaigners			