

# UNITED WAY SUGGESTED COMMITTEE ROLES



Committee Assignments/roles	Member Assigned	Phone number/extension	email address
<b>Publicity/Promotions</b>			
Develop communications to employees			
Promote the United Way message via e-mail, intranet, posters, etc.			
<b>Leadership Giving</b>			
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			
<b>Education/Employee Meetings/ Agency Tours</b>			
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.			
<b>Special Events</b>			
Develop a theme and decorate for events accordingly			
Organize events (campaign kickoff, thank you event, etc.) throughout campaign			
<b>Incentives</b>			
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			
<b>Pledge cards/track results</b>			
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			
<b>Thank You</b>			
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!			
<b>Day of Caring</b>			
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.			
<b>Campaigners</b>			
Recruit campaigners			
Plan Campaigner Training			
Maintain constant communication between committee and campaigners			