



**United Way**  
Northern British Columbia



## United Way Campaign Chair/Co-Chairs Role Description

### **Leading the campaign in his/her region, the responsibilities of a Campaign Chair/Co-Chairs include:**

- Agreeing to be a role model in promoting giving to United Way at the Leadership (\$500), or Chairman's Level (\$1,000)
- Helping to establish the United Way brand in the community by using appropriate messaging and promotional tools
- Promoting the United Way throughout the year at business and social functions, to work and business colleagues and to friends, family and neighbours
- Assisting staff to make connections with other members of the community for the purpose of enlisting their voluntary and/or financial support
- Participating in strategic planning sessions
- Being prepared to be a public figure for campaign, by participating in photo and/or media interview opportunities
- Playing a leadership role in special campaign events and celebrations
- Chairing campaign cabinet meetings
- Providing leadership to division chairs and overseeing the entire annual fundraising campaign
- Recruiting division chairs as required (approx. 10-15)
- Participating in corporate calls
- Signing letters of request and thanks as requested
- Attending and reporting at United Way board meetings as needed

### **Time Requirements:**

At least a one year commitment, including the following:

- Three pre-campaign planning meetings (March - August)
- 7-10 one-hour campaign cabinet meetings during the campaign season (September - December)
- Up to 25 corporate calls (approx 15-30 minutes each)
- Attend/play a leadership role in three campaign events:
  1. September/October – kick off event/activities
  2. December – campaign cabinet wrap-up luncheon
  3. March/April – community campaign wrap-up event
  4. Telephone calls throughout the year to recruit division chairs and follow up with campaign cabinet members

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