



**United Way**  
Northern British Columbia



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

**With support from the Campaign Chair/Co-Chairs and United Way staff Division Chair/Co-Chairs responsibilities 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 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 and training sessions
- Planning strategies and setting goals specific to your division's accounts
- Making Employee Campaign Coordinator (ECC) and corporate calls on your division's accounts
- Identifying and training ECCs within your division's accounts
- Dropping off campaign materials and picking up completed campaign materials
- Monitoring the progress of division results and report on these results at campaign cabinet meetings
- Assisting with succession planning within the division and campaign cabinet
- Working as a team member of the campaign cabinet to achieve the targets required
- Attending campaign events

### **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 100 ECC/corporate calls (approx 15-30 minutes each)
- Attend 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

#### **North West**

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