

2018 LOANED EXECUTIVE VOLUNTEER POSITION DESCRIPTION



United Way of Central Illinois

Introduction

United Way's Loaned Executive (LE) Program was established so the campaign staff could be dramatically increased in size during the highest activity period of the campaign effort, thus ensuring all necessary contacts are made. The use of volunteer Loaned Executives increases United Way's effectiveness and helps keep fundraising costs at a minimum.

What is a Loaned Executive?

The Loaned Executive functions as a member of a team, working directly with campaign staff and company leadership and workplace volunteers, to manage employee campaign group results. The Loaned Executive works closely with 10-12 assigned accounts and has the opportunity to expand the role to include campaign presentations and corporate solicitation. In essence, the Loaned Executive becomes the campaign's sales force once the campaign commences.

Reporting to the Loaned Executive Chairs and United Way Professional Staff, LEs time commitment varies during UW campaign season from August through November, based on when assigned accounts run their campaign. Loaned Executives are detail oriented, highly organized and are self-starters with outgoing and passionate personalities.

Essential Responsibilities:

- Attend training program designed to provide:
 - Knowledge of the United Way, its services and its role in the community;
 - Skills in organizing and conducting campaigns;
 - Confidence to successfully accomplish the assignment.
- Develop professional relationships with Employee Campaign Coordinators, prepare and motivate coordinators regarding campaign techniques that will enhance overall employee contributions.
- Analyze the results of previous campaigns, with campaign professional staff, for development of campaign work plan.
- Identify specific areas for campaign improvement; develop & implement plan to support the campaign.
- Provide detailed documentation of account activities (i.e. personnel changes, employee coordinator name, labor union information, economic impact, etc.).
- Monitor and review campaign progress on a regular basis with appropriate professional staff to track progress, identify problem areas and concerns.
- Assist and speak at group employee meetings, various training events and kick off functions.
- Oversee scheduling and conducting of employee group meetings for assigned accounts; ensure availability of necessary resources (campaign materials, videos, speakers, etc.).
- Attend campaign meetings and events, as scheduled.
- Promote the use of appropriate campaign tools and proven campaign techniques.
- Ensure the timely reporting of campaign results.
- Submit an evaluation at the conclusion of the campaign.