

LIVE UNITED

GETTING STARTED

2.1 What is an ECC? Role of the Employee Campaign Coordinator

As an Employee Campaign Coordinator (ECC), your primary role is to plan, coordinate and implement an effective Head of the Lakes United Way giving campaign in your workplace.

We rely on you to impress upon your colleagues the significant challenges that underserved populations in our region face every day, and to inspire your co-workers to make a commitment to Live United year-round.

Your Responsibilities:

- Attend ECC trainings or strategy meetings offered at the beginning of each campaign season.
- Work closely with your United Way staff account manager to develop an effective campaign plan.
- Recruit a campaign committee from key areas of your organization.
- Coordinate the distribution of campaign materials and the collection of pledge forms.
- Coordinate kickoff and recognition events.
- Promote the campaign within your organization.
- Publicize results throughout the campaign.
- Hold a separate meeting for Leadership givers and prospects.
- Provide all staff and retirees the opportunity to give.
- Thank donors and volunteers for their generosity.
- Complete the campaign by submitting the Campaign Report Envelope, workplace campaign survey and pledge forms to the United Way office.
- Evaluate and make recommendations for next year's workplace campaign.
- Consider participating in HLUW events year-round (Chili Cook-Off, Day of Caring, Annual Live United Luncheon, and more)

How to Succeed as an ECC:

Be sincere! *The most powerful appeals come from the heart.* Share your story with your coworkers; they will connect with your reasons for giving to United Way and be more likely to donate themselves. Enthusiasm and a positive attitude will help in your communications to your colleagues.

How United Way Helps You with Your Campaign:

Your United Way staff representative is always ready to assist you with planning and managing your workplace campaign. They have helped many other ECCs in our area put together programs that are successful, year after year. Whenever you need assistance, just reach out to your representative via phone or email.

Make sure you are on the list for our *Campaign Matters* ECC E-news for monthly updates from HLUW. You'll also find plenty of good advice, success stories, links to videos, and digital campaign materials online at www.hlunitedway.org, including all material found in this guide.