



United Way of Pitt County

2019 Campaign Cabinet/Division Chair Job Description

Campaign Cabinet members are volunteers who represent many professional fields in Pitt County communities. Members are chosen for their expertise, involvement in the community, and their passion and desire to move Pitt County forward. Campaign Cabinet members assist in the development of campaign strategies and provide leadership for the implementation and execution of campaign efforts and logistics. Their overall objective is to support United Way's mission of connecting people and resources to advance the health, education and income of those in need in our community through achievement of the annual campaign goal.

Key Responsibilities:

- Be knowledgeable about United Way of Pitt County community impact model, mission and goals. Be able to articulate how United Way provides value to the communities in Pitt County.
- Recruit volunteers as needed to assist with campaign division or with other campaign activities.
- Review existing and lapsed accounts that would benefit from improved personal relationships and develop engagement strategies that includes a message of continued or renewed support from United Way.
- Assist United Way staff with the identification of prospective new employee workplace campaigns and donors, and help facilitate initial meetings. Engage personal relationships for introductions to other community business leaders.
 - Prior to CEO visits, work with UW staff to determine the desired outcome for the visit and develop strategies. Conduct face-to-face CEO visits with UW staff present.
 - Write thank you notes to CEO's you visit.
- Maintain ongoing contact with United Way staff and fellow cabinet members regarding division progress.
- Attend Campaign Cabinet meetings as scheduled and communicate regularly with campaign volunteer leadership and staff to share progress, opportunities and/or concerns.
- Participate in United Way of Pitt County annual events, including the Campaign Kickoff and Finale Celebration.
- Contribute financially to the campaign.

Estimated time requirement (June – February) Approx. hours (annually)

- * Campaign Cabinet Meetings (6 per year)
- * Prospect calls or meetings 4 - 8
- * UWPC events 3: Campaign Kick-off, Campaign Finale, Annual Meeting
 - **TOTAL 14-18 hours**

United Way staff partner:

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