

CAMPAIGN CABINET

Campaign Chair Job Description



United Way of Tampa Bay

ROLE

The Campaign Chair is responsible for the recruitment, training and leadership of cabinet volunteers. The Chair works closely with the Vice President of Resource Development to develop fundraising targets and provide oversight to ensure cabinet volunteer commitments are met. To provide leadership and expertise in identifying and addressing key issues, strategies, individuals and accounts for a successful 2012 United Way campaign. All strategies for the segments will be developed in conjunction with assigned United Way staff.

The Campaign Chair leverages existing professional relationships to engage in conversations designed to enhance or improve support of United Way. Staff is responsible for providing account background, subject matter expertise and follow through on action steps.

Each Campaign Cabinet Volunteer conducts an average of 3-5 CEO Calls between the spring and fall timeframe. The Campaign Chair facilitates four progress meetings and serves as host and sponsor for the annual wrap up event. The campaign chair is required to give at the leadership level. **The time commitment is approximately 8 hours per month from February through August 2012.**

ACTION STEPS & COMPLETION DATES

JANUARY-FEBRUARY (With United Way Staff)

- Recruitment of a Volunteer Team.
- Attend & Provide Leadership at Campaign Cabinet Retreat.
- Participate in the development of a CEO call and cultivation plan.

MARCH through JUNE (With Team & United Way Staff)

- Complete plans; accompany staff on CEO calls
- Make personal leadership pledge
- Identify high potential accounts: develop strategies for these accounts; begin implementation
- Identify additional opportunities for new dollars; develop strategies for these opportunities; begin implementation.
- Identify all possible early campaigns that can set momentum.
- Communicate regularly with your team & UW staff.
- Attend cabinet update meetings.

JULY, AUGUST (With Team & United Way Staff)

- Attend the Cabinet Final Celebration, August 2012.
- Attend Campaign Kick-Off, August 2012.
- Send brief reminder notes to key accounts in preparation for campaign.
- Assess status of campaign and determine if additional action steps are required.