

CAMPAIGN CABINET Vice-Chair Job Description



United Way of Tampa Bay

ROLE

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 vice-chair is responsible for scheduling and attending executive level visits with companies currently partnering with United Way with a goal of advancing or strengthening the relationship.

Volunteer vice-chairs leverage 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 5-10 CEO Calls between the spring and fall timeframe. **The time commitment is approximately 8 hours per month from March through August 2012.**

ACTION STEPS & COMPLETION DATES

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, July 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.