

United Way of Martin County Campaign Chair Job Description

The Campaign Chair gives leadership and direction to the entire campaign organization. S/He enlists the best qualified volunteers for the top posts within each cabinet division and assists them in the selection and recruitment of loaned volunteers. Works with the professional staff in planning and implementing a campaign strategy designed to achieve maximum results.

Responsibilities

- Serve on the Board of Directors and attends monthly meetings to present Campaign Division reports
- Recruit Campaign Cabinet
- Appoint Vice Chair to succeed him/her after one year term – possibly the chair of one of the cabinet divisions
- Chair all meetings of the Campaign Cabinet, or arrange for the Vice-Chair to lead in his/her absence
- Appoint chairs to each of the cabinet divisions to effectively carry out goals
- Develop a coordinated campaign timetable
- Work with staff and volunteers to articulate strategic direction, develop a campaign plan and specific metrics to monitor progress towards goals; and, to develop a marketing plan for the campaign
- Work with assigned division chairs in setting division goals, recruiting team captains and monitoring campaign progress
- Coordinate, oversee and assist in the work of the cabinet divisions
- With professional staff, coordinate pre-campaign cultivation visitations to major industry and employee groups and leadership givers
- Work with professional staff and volunteers to ensure training for all campaign volunteers
- Participate in all Campaign Cabinet division events, campaigns and trainings when possible
- Monitor each cabinet division's progress toward goals within the predetermined timeframe
- Lead Campaign Cabinet to address campaign challenges, formulate solutions, and bring these to the United Way of Martin County Board for final approval

Time Frame:

One year beginning in May, if existing member of Board of Directors; or, upon installation as board member through April of the following year.

Metrics for Success:

The Campaign Chair will ensure that all division chairs track the metrics for their divisions. These may include:

- # dollars raised

- # of employee campaigns
- # of employees in workplaces with campaigns

- Percent participation in workplace campaigns
- # corporate gifts
- # of Keel Club givers

Minimum Job Requirements

- Support the mission and vision of United Way of Martin County
- Be a Giver
- Possess excellent organizational and leadership skills

Available Time

Chairperson should be aware that chairing the United Way campaign will be demanding as well as rewarding. Greatest involvement will be during pre-campaign planning and cultivation, the active campaign, and post-campaign clean-up.

**United Way of Martin County
Campaign Vice Chair
Job Description**

The ***Campaign Cabinet Vice Chair*** works closely with the Chair assisting with the overall operations of the campaign. In the absence of the Chair, s/he will assume all responsibilities. Also serves as chair of a cabinet division.

Responsibilities

- The Vice-Chair assists the Chair in all areas of the Cabinet.
- Preside over meetings of the Cabinet in the absence of the Chair.
- If the Chair is unable to complete his or her responsibilities, the Vice-Chair will assume the role of Chair or cause the role to be filled appropriately in some other way.
- Observe the campaign and create a plan for the following year.
- Develop deeper understanding of campaign dynamics and policy issues

Time Frame

The vice-chair role entails a two-year commitment beginning in May. During the first year this person serves as Vice Chair of the Campaign Cabinet, and in the second year s/he serves as Chair of the Campaign Cabinet.

Metrics for Success

- Same as those for Chair.

