

UNITED WAY MISSION

To improve lives by mobilizing the caring power of communities around the world to advance the common good.

United Way envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

Imagine a world that fosters hope and opportunity for everyone.....

Where all children receive a quality education that offers a pathway to a brighter tomorrow.

Where the cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged.

Where everyone receives effective health care that improves the quality of life.

Where communities not only set significant and measurable goals to advance these fundamental elements of human development, but achieve them.

United Way's Loaned Executive Program offers

- An opportunity to improve our community's quality of life.
- Strengthen association with other companies through your employee's contacts and working relationships.
- Heighten your company's public image as a visible corporate community citizen.

SENIOR LOANED EXECUTIVE

During the campaign season, United Way calls on its corporate partners to lend their best and brightest employees. Loaned Executives (LE's) to assist United Way staff in the development and implementation of workplace campaigns. LE's lend their expertise and energy to help United Way expand solicitation efforts, reach new markets and broaden the base of community giving. In doing so, LE's help strengthen the United Way commitment to make our communities better places to live by focusing on education, income and health.

SENIOR LE - KEY RESPONSIBILITIES (TEAM LEADER)

- Recruit local community leaders (usually 3-6) to assist with the development and implementation of campaign strategies including making campaign calls and delivering campaign materials.
- Gather team to meet with United Way staff to select accounts and discuss responsibilities.
- Help as needed with making contact with CEO or the HR Director to set up appointment.
- Attend United Way campaign events, activities and meetings.
- Communicate team needs to United Way staff.

"Never doubt that a small group of committed people can change the world. Indeed, it is the only thing that ever has."

~Margaret Mead

LOANED EXECUTIVE

A Loaned Executive is an essential member of the United Way Campaign Cabinet. LEs assist the United Way staff in delivering campaign packets, implementing workplace campaigns, volunteering their expertise and energy to help expand fundraising efforts, reach new markets and broaden the base of community giving. Loaned Executives essentially make it possible for United Way to gather the resources needed to continue making an impact in our six-county area.

LE - KEY RESPONSIBILITIES (TEAM MEMBERS)

- Attend your United Way team meetings, campaign kick-off and wrap-up events. Become familiar with your assigned company accounts; know their prior giving history or whether they are a new account.
- Make personal contact with all your company contacts. Ensure that company contact information is correct. Set up an appointment to meet the CEO or the HR Director to secure their commitment and full support of the United Way effort. United Way staff is available to participate in these meetings.
- Keep United Way staff informed of account and account needs in a timely manner. SLE/LE Contact Sheets have been provided for your convenience.
- United Way staff will make second contact or visit with the company.

GUIDE TO SUCCESS

As a Loaned Executive, you are asked to call on specific accounts that you choose.

Be Prepared

- Learn about United Way's mission.
- Review all of your assigned accounts.
- Determine account development. How do past contributions compare to company's potential?

Make the Ask

- Visit the CEO, HR Manager and/or employee campaign coordinator of your assigned accounts.
- Thank company for past involvement or ask them to participate if a new prospect.
- Discuss donation options with employee campaign coordinator. Payroll deduction is the easiest way for employees to give.
- Ask the coordinator what campaign materials or help is needed with the campaign.
- Contact United Way regarding campaign presentations.
- Distribute United Way's campaign materials to each of your accounts.

Follow-up

- Inform United Way of packet delivery, any changes in account information, and account needs.
- Coordinate company visits with the United Way staff, if you would like them to attend with you.
- Assist United Way with pick up of campaign packets.
- Packets should be returned to United Way even if account is not participating. As a Loaned Executive, you are asked to call on specific accounts that you choose.

2011 Campaign Calendar

May-June-July

Campaign Team Submission Deadline
Team Meetings & Account Selection

July 13 & 14

Pacesetter Sessions

July 22 & 23

Stuff the Bus

September 1-8 Campaign Cabinet pick up packets at United Way Service Center

September 8

United Way Campaign Kick-off
Golden Living, Fort Smith

September 9

Deadline for packets to be delivered

October 20

Power of the Purse

November 30

Deadline for campaign packets to be returned to United Way

Spring 2012

Campaign Wrap-up

For additional information,
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2011 CAMPAIGN CABINET GUIDE TO SUCCESS



United Way of
Fort Smith Area

