

SENIOR LOANED EXECUTIVE

A Senior Loaned Executive gives leadership and direction to the current year's campaign efforts for a specific group of companies. The Senior LE is responsible for building, organizing and managing a successful campaign team in order to achieve the campaign goal. The two main objectives are:

- To increase the financial and volunteer resources necessary to help United Way build a stronger community
- To build and increase a solid foundation of support of United Way in the current year and for years to come.

SENIOR LE - KEY RESPONSIBILITIES

- 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 Resource Development Director to select accounts and discuss responsibilities.
- Help deliver LEs' packets for campaign.
- Hold LEs accountable for making contacts and following up with accounts.
- Attend United Way campaign events, activities and meetings.
- Communicate team needs to United Way Resource Development Director.

"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

- Attend the 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 accounts to distribute campaign materials.
- Personally visit the CEO or the HR Director to secure their commitment and full support of the United Way effort.
- Assure that each company contact is followed up with a visit to secure commitment or provide assistance if needed.
- Communicate account needs to Senior LE or United Way.
- Report the results of your accounts to United Way in a timely manner.
- Personally thank all of your company accounts and let them know the difference they have made in the six counties United Way serves.

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 and account needs.
- Follow-up on accounts- When will campaign be completed? Are additional items needed?
- Wrap up accounts and pick up campaign packets.
- Return packets to United Way even if account is not participating.

UNITED WAY COMMUNITY PARTNERS AND COMMUNITY IMPACT INITIATIVES

Abilities Unlimited
The ARC for the River Valley
Boy Scouts, Westark Area Council
Boys & Girls Club of the Alma Area
Boys & Girls Club of Paris
Boys & Girls Club of Sequoyah County
Boys & Girls Club of South Logan County
Boys & Girls Club of Van Buren
The Boys Shelter
Center for Arkansas Legal Services
Community Dental Clinic
Community Services Clearinghouse
Crisis Intervention Center
Day of Caring
Dolly Parton's Imagination Library
Fort Smith Boys & Girls Clubs
Fountain of Youth Adult Day Care
Gateway House
Girl Scouts - Diamonds of AR, OK & TX
Girls Incorporated
Girls Shelter of Fort Smith
Golden Rule Clothes Closet
Harbor House
Lincoln Childcare Center
Literacy Council of Western Arkansas
Next Step Day Room
Ozark Area Youth Organization
Project Compassion
River Valley Regional Food Bank
Salvation Army
Sebastian Retired Citizens Association
Single Parent Scholarship Fund
of Crawford and Sebastian Counties
South Sebastian County Boys & Girls Club
Stepping Stone School
Stuff the Bus
Suburban League

2010 Campaign Calendar

April 15

Campaign Team Submission Deadline

April 22

Day of Caring

May-June

Team Meetings & Account Selection

July 14 & 15

Pacesetter Sessions

July 23 & 24

Stuff the Bus

August 9-13

Campaign Cabinet pick up packets at
United Way Service Center

September 8

Franklin County Kick-off
Arkansas Tech University-Ozark Campus

September 9

United Way Campaign Kick-off
Golden Living, Fort Smith

September 10

Deadline for packets to be delivered

September 14

Logan County Kick-off
Jeral L. Hampton Meeting Place, Booneville

October 14

Power of the Purse

November 19

Deadline for campaign packets to be
returned to United Way

December 9

Campaign Wrap-up

For additional information,
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United Way of
Fort Smith Area

2010 CAMPAIGN CABINET GUIDE TO SUCCESS

BE A PART OF THE CHANGE. LEND A HAND. CALL ON A COMPANY FOR UNITED WAY. TAKE THE CHALLENGE. TELL SOMEONE ABOUT A COMMUNITY PARTNER. DELIVER CAMPAIGN PACKETS. SHARE YOUR EXPERIENCE. ASK QUESTIONS. LEARN THE ANSWERS. INFORM. TELL YOUR STORY. HELP SOMEONE IN NEED. USE YOUR TALENTS.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

ENCOURAGE OTHERS TO GIVE. CONTRIBUTE NOT JUST DOLLARS BUT ALSO YOUR TIME. INSPIRE. BE PREPARED. MAKE THE CALL. MAKE THE ASK. FOLLOW UP. SPREAD THE WORD. SAY THANK YOU. SHOW YOUR GRATITUDE. MAKE AN IMPACT.