

UNITED WAY CAMPAIGN CABINET MEMBER RESPONSIBILITIES

CAMPAIGN CABINET OVERVIEW:

The Campaign Cabinet is a group of volunteers who represent many professional fields throughout the Berwick area. Members are selected for the expertise within their sector and involvement in our community. Their overall objective is to support the United Way's mission of improving the overall quality of life for residents in the Berwick area and be champions for our cause of helping at risk children and families in our community.

RESPONSIBILITIES:

- Become knowledgeable about Berwick Area United Way's goals, mission and values to confidently serve as an advocate for our organization.
- Attend all Campaign Cabinet meetings and make every effort to attend larger Campaign events such as the Campaign Kickoff (Wednesday, September 18th) and the Day of Caring wrap up event (Friday, May 8th)
- Be willing to solicit both individual and corporate support towards the campaign as discussed and assigned in order to help ensure campaign commitments are being met to advance campaign results
- Obtain and provide contact information for staff and Campaign Chair for new business leads and existing accounts that would benefit from improved personal relationships
- Personally introduce staff to new business contacts in the community
- Assist staff with thanking large donors for their contribution and commitment

TIME COMMITMENT:

The Campaign Cabinet meets once a month during the campaign season (July – December) for one hour and as needed thereafter. For example, it may be necessary to have additional meetings as the campaign comes to a close. Meetings may require minimal preparation beforehand, such as reviewing minutes from previous meetings, campaign status reports and providing updates on the status of assigned prospects. Bill and Ayrin will be also willing to go on any visit with a donor or prospect if recommended by a cabinet member.

STAFF SUPPORT:

Bill and Ayrin are responsible to support and advise Campaign Cabinet members as needed, in addition to maintaining records and keeping Cabinet members informed of the team's progress toward the campaign goal.