

Campaign Cabinet

Purpose and Goal:

The campaign cabinet is responsible for conducting CEO calls prior to the campaign kick-off. The cabinet volunteer is dedicated to making a difference in Central Minnesota and act as representatives for United Way in their communities.

Primary Responsibilities:

- Schedule and complete Corporate Leader calls (3-5), bringing United Way staff on each call
- Strategize with staff and key cabinet members to determine the best possible solicitation methods for leadership gifts within your accounts, as appropriate
- Review the list of businesses that currently run United Way campaigns and suggest names of companies and contacts to add to the list. You could help make an introductory call/connection if you are comfortable doing so
- Evaluate your personal pledge and make your commitment prior to the kick-off
- Advocate for year round United Way events and activities.

Qualifications:

- Reside and/or work in one of the 30 communities identified within the United Way of Central Minnesota service area
- Play an active role in the United Way campaign run by your employer or organization in which you are affiliated
- Bring your experience, skills, and unique background to this volunteer role and have a sincere interest to LIVE UNITED and give back to the community

Composition:

- 30 cabinet members led by a chair or co-chairs

Time Commitment:

- Attend a campaign cabinet training for strategic planning and team building (March 2017)
- Complete assigned calls by May 30, 2017
- Attend and participate in cabinet meetings, kick-off events and the community celebration if possible

Benefits:

- Build your professional and personal network
- Gain a better understanding of key issues impacting the community
- Help create positive change in Central Minnesota

United Way Key Contact:

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