

## United Way Marketing Committee

### Purpose and Goal:

The Marketing Committee is an all-volunteer committee that advises the Marketing Department regarding the branding, marketing and communications efforts and strategies of the organization, and budgeting recommendations needed to support those efforts.

- To build and increase a solid image of United Way of Central Minnesota
- To expand the community's awareness and knowledge of United Way of Central Minnesota
- To position United Way of Central Minnesota as the Charity of Choice for organizations, community leaders and donors to support the Central Minnesota community

### Primary Responsibilities:

- Help create positioning and local branding strategies, leveraging the national marketing campaign and brand
- Advise the Marketing Department on new and innovative ideas
- Leverage the expertise and industry resources of committee members to disseminate United Way of Central Minnesota messages in cost efficient ways to organizations, their employees and individual donors
- Inform United Way of Central Minnesota about concerns and attitudes expressed at their respective organizations and throughout the community
- Recruit additional team members and attend marketing resource meetings as needed

### Qualifications:

- Passionate about making a difference in Central Minnesota
- Expertise in the areas of Marketing and Communications
- Contribute annually as a donor to United Way of Central Minnesota

### Composition:

- The optimal size of the committee is six to seven members

### Time Commitment:

- The committee will meet twice a year with email communication sent out as needed
- Committee members will meet with the Director of Marketing and Communications once a year to discuss specific areas within the department

### Benefits:

- Gain an understanding of local community needs and how they are being addressed
- Serve on a community committee that is making an impact in Central Minnesota

### United Way Key Contact:

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*Mission: To improve people's lives by mobilizing the caring power of Central Minnesota.*