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## Campaign Co-Chair/Committee Recruitment and Training

One of the best practices for running a successful campaign is to recruit a committee and involve as many people as possible in the company. You will get more out of your campaign experience and it will be more effective if you find at least one other person to assist you. This process can be as formal or informal as needed to fit the needs and culture of your company.

### Recruitment

- Create job descriptions and/or criteria for recruiting committee members.
- Hand pick your committee members, if possible, and try to include someone from every level of your organization and various departments.
- If you get stuck, utilize department heads to ask or appoint someone from their area to join your committee.
- Build logical succession into the committee so others can take over when you are ready to “pass the torch.”

### Training

- Ask your United Way representative – they are available and have the resources to facilitate your training sessions or ensure that you can attend Campaign Coordinator training.
- Make use of the materials United Way has available to help you from brochures and graphics to campaign planners and idea sheets.
- Develop a responsibility sheet and/or an organizational chart.
- Have each committee member take on a responsibility such as scheduling speakers and tours, gathering donated incentives, organizing promotional activities, publicizing events, meetings and activities and finding employees to give “testimonials” at employee meetings.
- Make sure to thank your committee at the end of the campaign.

### Ideal Committee Members

#### Co-Chair

Recruit a co-chair as well as representatives from key areas within your organization to assist you in planning the campaign. This person will be your successor, so involve them in the planning, organization and implementation of the campaign.

#### Payroll Supervisor

This person will be instrumental in personalizing pledge forms, assisting in the reporting of campaign results, and inputting payroll deduction figures. If a payroll person cannot join your committee, make sure they are well aware of your timelines and needs.

#### Marketing/Communications Director

The natural choice to promote the campaign within your organization through employee newsletters and other creative venues exists in your Marketing or Public Relations Departments.

## Community Relations Director

This person is already aware of the needs in the community, and can be a great resource and speaker at employee meetings.

## Anyone Who Is...

Organized, enthusiastic, creative, hard working, willing to speak in public and interested in improving their community will be an asset to your campaign team. Anyone from your company who has been helped by United Way themselves makes a great addition to your team!

## Recruit and Train Team Leaders

In an organization with 50 or more employees, Team Leaders are essential. Team Leaders will help you promote the campaign, coordinate and facilitate meetings within their departments and distribute and collect pledge forms after all meetings. You can't be everywhere at once – let your Team Leaders do the job!

### Recruitment

- Department heads are the ideal people to recruit as Team Leaders
- If department heads are difficult to recruit, use your campaign committee members to facilitate meetings within departments

### Training

- Use your committee to assist in the training of Team Leaders – they are your advocates
- Ensure that your Team Leaders are well-versed on all United Way of the Columbia-Willamette information