



United Way of Mid Coast Maine

2021 Campaign Cabinet Job Description

General Overview

The Campaign Cabinet is the group of volunteer community leaders with responsibility for achieving a successful Annual Campaign. Increasing fundraising results is critical to accomplishing United Way's goals for community impact. Cabinet members' work is especially important in the months leading up to the September Kick-off: opening doors to new workplace campaigns and new donors, setting goals for growth, visiting CEOs of potential and existing partner workplaces, helping to establish and grow United Way relationships, asking for increased giving and use of best campaign practices, securing commitments, and advocating for United Way.

Cabinet Members are each responsible for the success of a Campaign Division, a group of like businesses, organizations or individuals. Specific responsibilities vary by Division. Cabinet members report to the Campaign Chairs, Bob and Barb McCue, who sits on United Way's Board of Directors. They are supported by United Way staff members Tom Blatz, Director of Campaign and Barbara Reinertsen, Executive Director. In the fall, **Loaned Executives** join the Campaign team and follow up on the commitments secured by Cabinet members. The Loaned Executives organize and speak at the actual campaign presentations, working with Employee Campaign Managers at the various workplaces. Cabinet members communicate with and support the Loaned Executive assigned to their Division throughout the fall, to ensure overall fundraising success.

Responsibilities

- Understand United Way's work and be able to speak effectively about it
- Review Division account list, compare with other resources, and **suggest potential new accounts**
- Work closely with UW staff on **specific strategies and goals/requests for each account**, including identifying the best person to call on the CEO, if not the Cabinet member
- **Call CEOs to set up visits** (staff can accompany you) and make the targeted requests, along with thanking and informing CEOs and asking about their community/business priorities.
- Review with staff a proposed goal for the division, and as a full Cabinet, recommend the overall Campaign Goal to United Way's Board of Directors.
- Attend approximately eight Cabinet meetings between May and September, attend the Campaign Kick-off (**September**), and speak briefly on division progress at the Update Event (**October**) and Campaign Finale (**November**).
- During the public Campaign, mid-September to mid-November, be readily accessible to the Loaned Executive (LE) assigned to the Division, track progress, and follow up as needed to **ensure successful Division results and overall Campaign!**

Potential Cabinet members should:

- Have a passion for the organization's mission
- Have a large circle of influence
- Be comfortable soliciting others
- Agree to attend meetings and be actively engaged