

2020 United Way Campaign Campaign Cabinet Volunteer Overview & Expectations

United Way of Central Iowa's campaign could not be executed without the help of dedicated volunteers. Each year, members of United Way's Campaign Cabinet complete CEO calls for our top corporate and nonprofit partners. These meetings give us the opportunity to talk with the CEOs of our largest corporate supporters to gain insight into expectations for their 2020 campaigns. Utilizing peer relationships in these CEO calls is a proven method to build the case for support and provide opportunities for collaboration.

Purpose of CEO Calls

- Thank company leadership for past support
- Discuss company's United Way relationship and campaign
- Peer-to-peer discussion of United Way's value to the community
- Emphasize benefits of running a United Way campaign
- Update on progress toward community goals and demonstrate effective investment of donations in the past year
- Confirm participation and suggested goals for 2020 campaign
- Uncover anything that might affect 2020 campaign results

Chair's Group Cabinet Expectations

- Most volunteers will be paired with 1-3 Chair's Group companies, depending on schedules, strong relationships, etc.
- Actively participate in your assigned CEO call to gain the company's commitment (each meeting includes a 30-minute prep meeting one week in advance)
- Remain involved throughout the campaign with your assigned companies
- Be available should challenges arise with the campaign; we will call upon you to work together to ensure the company goal is met
- Report on your CEO call and campaign progress at future Cabinet meetings

Workplace Cabinet Expectations

- Recruit segment volunteers (number dependent on size of segment)
- Confirm segment goal with assistance from assigned Corporate Engagement Manager
- Attend one of the Campaign 'kick-off' trainings (June 11 or June 23)
- Complete CEO calls (with assistance from recruited volunteers) with Top 100 companies in your segment
- Remain involved throughout the campaign with your assigned companies and report on campaign progress at future Cabinet meetings.