



### Annual Campaign Cabinet Structure & Overview

The United Way Campaign Cabinet is a group of dedicated volunteers responsible for leading and supporting the United Way’s annual fundraising campaign. This team engages businesses, individuals, and the community to increase resources for local programs and initiatives.

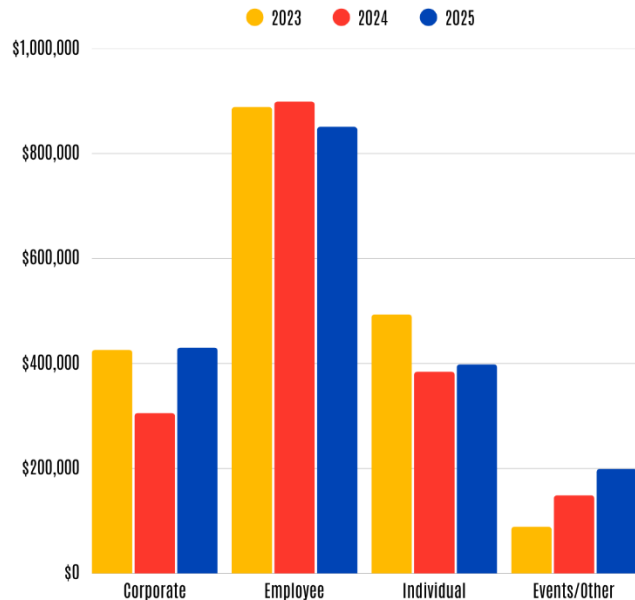
### Cabinet Member Job Description & Responsibilities

#### Volunteer Job Description:

Campaign Cabinet members serve as ambassadors for United Way, working collaboratively to develop and execute fundraising strategies that support our mission. Members bring leadership, community connections, and a commitment to advancing the common good. Cabinet members work with organizational leadership from business, government, and nonprofits to customize fundraising tactics that ensure a successful and educational workplace campaign.

#### Responsibilities:

- **Advocacy & Engagement:** Promote United Way’s mission and impact within your personal and professional networks.
- **Workplace Giving Support:** Assist in cultivating and supporting workplace giving campaigns.
- **Corporate & Individual Giving:** Identify and cultivate relationships with potential corporate and individual donors.
- **Special Events Participation:** Promote, attend, and support key fundraising and engagement events.
- **Prospect Identification & Outreach:** Help identify and connect with new business and leadership-level donors.
- **Stewardship & Recognition:** Ensure donors feel appreciated and informed about their impact.
- **Accountability:** Follow through on assigned tasks, participate in meetings, and provide updates, ideas and feedback.



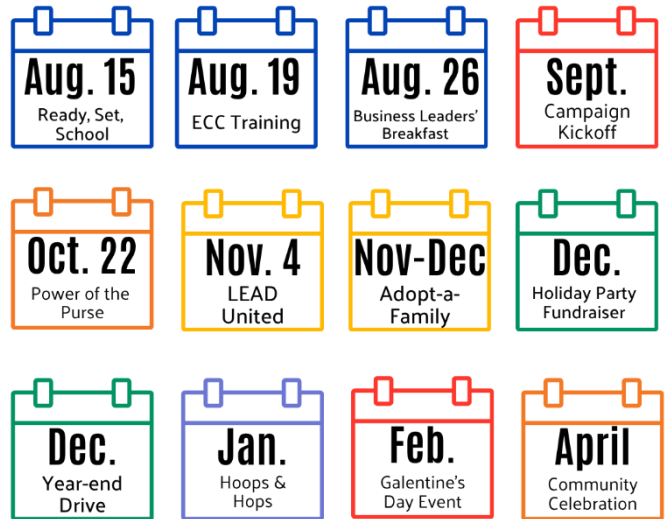
#### The Calendar and Time Commitment:

UWJWC manages approximately 60 workplace campaigns and connects with more than 700 individual donors between early July - mid-February. While staff coordinates logistics and provides campaign support materials, Campaign Cabinet members play a vital role in amplifying our reach and impact. Members are asked to participate in Campaign Cabinet training, bi-monthly meetings (July–February); support select workplace campaigns by making introductions, attending events, or co-hosting activities; reach out to current and prospective donors to inspire giving; and help host, attend, or promote smaller engagement activities during peak campaign season (September–December).

Bi-monthly Cabinet meetings will take place in person at the UWJWC office or virtually on Microsoft Teams. Total time commitment varies; most members contribute 4–10 hours per month, increasing engagement during the fall campaign peak.

## Key Dates & Fundraising Events

- **July 15<sup>th</sup>** : Campaign Cabinet Orientation
- **August 14 & 15:** Ready, Set, School Event
- **August 26<sup>th</sup>** : Business Leaders' Breakfast – Celebration Farm, 7:30 am
- **September:** Campaign Kickoff Event, TBD
- **October 22<sup>rd</sup>:** 19<sup>th</sup> Annual Power of the Purse – Bella Sala Event Center, Tiffin
- **September – December:** Workplace Giving Campaigns
- **November – December:** End-of-Year Donation Drive
- **January:** Hoops & Hops Fundraiser event – Field Day Brewing, North Liberty
- **February:** Galentine's Day Event, TBD
- **March:** Campaign closes
- **April:** Community Celebration



## Meeting Cadence & Agendas

The Campaign Cabinet meets from July through March, starting with orientation and goal setting alongside Employee Campaign Coordinator training. Late summer focuses on check-ins, workplace recruitment, and campaign kickoff preparation. During the fall, meetings center on strategy, campaign progress, corporate giving, and outreach efforts. Winter shifts to year-end giving, donor stewardship, recognition, and final events, followed by a campaign wrap-up, reflection, and celebration of impact in March.

## Campaign Cabinet Areas of Focus

### 1. Workplace & Corporate Giving

- Build new and strengthen existing relationships with local employers
- Prospect new business connections
- Support and grow employee giving campaigns
- Engage company leadership and Employee Campaign Coordinators (ECCs)
- Solicit corporate gifts from longtime and new partners

### 2. Events (Subcommittee)

- Assist in planning and hosting fundraising events
- Support promotion efforts and drive ticket sales and attendance
- Secure auction and raffle items and sponsorships

### 3. University of Iowa (Subcommittee)

- Develop targeted strategies for UI faculty and staff engagement
- Help build and grow a consistent, year-round campus presence
- Tailor giving opportunities to fit UI culture and structure
- Increase participation and overall campaign impact

### Tracking & Accountability Tool

A shared **Campaign Tracker** will be used to monitor tasks, deadlines, and responsibilities. This tool will include:

- **Task Assignments:** Each member’s action items.
- **Due Dates:** Deadlines for outreach, event participation, and follow-ups.
- **Status Updates:** Real-time tracking of progress.
- **Templates and links:** Email, letter, and social media templates, talking points, and relevant links
- **Follow-Up Notes:** Key points from donor and workplace interactions.
- **Impact Metrics:** Progress toward fundraising goals.

### Campaign workload distribution

