



United Way
of Racine County

United Way of Racine County 2024 Campaign Cabinet Position Description

Goal: The goal of the Campaign Cabinet is to increase the fundraising capabilities, engagement, and awareness of United Way of Racine County's to current and potential supporters.

Role: The role of the Campaign Cabinet is to support the Campaign Chair and staff in volunteer leadership for planning, marketing, and implementing a successful United Way of Racine County Community Campaign, with a **focused approach on strategic relationship building**.

Cabinet Involvement:

- **Building Relationships:** Invest the time and energy necessary to cultivate personal relationships with area companies on behalf of United Way of Racine County. Each cabinet member will be assigned two accounts. Cabinet members will engage each account a minimum of seven times through the end of the year. Examples of engagement opportunities include but aren't limited to: *(projected commitment for engagement 10 hours)*
 - Customized emails including data and videos
 - Invitation to Kickoff
 - Invitation to Victory
 - Community School Tour
 - Volunteer opportunities
- **Cabinet Meetings:** Attend 3 Campaign Cabinet meetings. *(total commitment 3 hours)*
 - Campaign Cabinet Meeting 1: Thursday, May 16 at 4:00 pm
 - Location: TBD
 - Campaign Cabinet Meeting 2: Thursday, September 12 at 4:00 pm
 - Location: TBD
 - Campaign Cabinet Meeting 3: Thursday, January 16 at 4:00 pm
 - Location: TBD
- **Event Attendance:** Attend Campaign special events. *(total commitment 4.5 hours)*
 - Campaign Kickoff:
 - Date and Time: TBD
 - Location: TBD
 - United Way Campaign Victory Celebration:
 - Date and Time: Thursday, January 23, 2025; 5:00-7:30 p.m.
 - Location: Festival Hall
- **Donate** to United Way of Racine County and advocate for a workplace campaign.

United Way of Racine County Staff Will:

- Provide day-to-day management function for accounts and volunteers.
- Develop training materials and conduct volunteer trainings.
- Develop comprehensive campaign materials.
- Provide materials and staffing for all meetings.
- Be available as a resource for all Campaign Cabinet throughout campaign.