

United Way of Racine County 2025 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 three accounts. Cabinet members will engage each account a minimum of 4 times through the end of the year. Engagement opportunities will be provided by United Way of Racine County and include but aren't limited to:
 - Customized emails including data and videos
 - Invitation to Victory
 - Community School Tour
 - Volunteer opportunities
- **Cabinet Meetings:** Attend 5 Campaign Cabinet meetings.
 - Campaign Cabinet Meeting 1: April 17, 2025
 - Time: 4:30 – 6 pm
 - Campaign Cabinet Meeting 2: May 22, 2025
 - Time: 4:30 – 6 pm
 - Campaign Cabinet Meeting 3: September 11, 2025
 - Time: 4:30 – 6 pm
 - Campaign Cabinet Meeting 4: October 30, 2025
 - Time: 4:30 – 6 pm
 - Campaign Cabinet Wrap Up: January 22, 2026
 - Time: 4:30 – 6 pm
- **Event Attendance:** Attend Campaign special events.
 - United Way Campaign Victory Celebration:
 - Thursday, January 29, 2026
- **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.