WELCOME
EMPLOYEE CAMPAIGN COORDINATORS
August 15, 2023
WELCOME

CLINT HILL
Chief Development Officer
United Way of Greater Charlotte
2023 ECC Training

OVERVIEW

- United Way of Greater Charlotte Rebrand
- Why Grassroots Work?
- Why Place Based Work?
- Elements of a Successful Campaign
- Corporate Volunteerism Update
- Workplace Campaign Strategies
- Q&A
United Way of Greater Charlotte Rebrand

CASSIE BOESCH
Chief Marketing Director
United Way of Greater Charlotte
Tailored strategies across four counties

OUR MISSION
To advance economic mobility and racial equity through place-based solutions.

OUR FOOTPRINT
Serving Anson, Cabarrus, Mecklenburg and Union Counties, our impact strategies align with the needs identified by residents of those communities.
Conversation with Angelicka Crawford
Executive Director
Jumping Dreams DD

JESSICA FOSTER
Unite Charlotte Manager
United Way of Greater Charlotte
Why Place Based Work?

JAMESE IVY

Director of Community Initiatives
United Way of Greater Charlotte
Conversation with
David Morton
Senior Vice President
Fifth Third Bank
Elements of a Successful Campaign

- Campaign committee organization
- Communication plan
- Senior Leadership involvement/giving
- Engaging and fun activities
- Educational presentations
- Celebration/wrap up
- Corporate Volunteer Opportunities
Corporate Volunteer Opportunities

ONSITE PROJECTS

- Kit-packing activities provide material resources that organizations can use every day.
- Ordering info is on website, as well as helpful hints.
- United Way can help identify recipient agencies.

OFFSITE PROJECTS

- We provide a list of agencies that integrate volunteers into regular programming.
- Companies should reach out directly to agencies for scheduling.

Recommended activities deliver meaningful support to nonprofit partners and are listed on the United Way website: https://unitedwaygreaterclt.org/volunteer/
Work Place Campaign Strategies

LEANNE SKIPPER
Vice President of Resource Development
United Way of Greater Charlotte
Work Place Campaign Strategies

- Campaign Strategies
- Pre-workplace campaign emails
- Toolkit  UW Staff partner is ready to assist you with all your needs
- Recording and link to toolkit after meeting
- One-pagers
QUESTIONS?
THANK YOU!

GET INVOLVED
unitedwaygreaterclt.org
704.372.7170

CONNECT
@unitedwaygreaterclt
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