

UNITED WAY'S CAMPAIGN REPRESENTATIVE (CR) PROGRAM

During our busy resource and development season, United Way keeps its overhead low and is able to achieve great results through people and organizations helping in our Campaign Representative Program.

Campaign representatives serve the Mid-South as essential leaders in United Way's work to raise more than \$19 million to make positive impacts on local education, financial stability and health.

Participants will engage in the community through group volunteer projects, tours of partner organizations, meetings and by speaking with various audiences about the work of United Way of the Mid-South.

The program emphasizes networking and mentorship through a variety of meaningful experiences to educate and inspire your Campaign Representative. From building relationships with key corporate contacts and making presentations to different audiences, participants will expand their professional networks and gain skills to help them advance in their careers.

HOW THE CAMPAIGN REPRESENTATIVE PROGRAM WORKS

The Campaign Representative (CR) Program is an integral component of the United Way of the Mid-South.

It provides an opportunity for companies to offer employees a unique learning experience with numerous benefits. Campaign Representatives serve as ambassadors for United Way within our local community during our peak campaign season.

A Campaign Representative will work with the United Way team to develop fundraising goals, execute campaign strategies and support corporate philanthropy efforts in the Mid-South's top companies. Your employee will gain transferable skills through intensive training and numerous leadership and networking opportunities.

Your company will gain high visibility within the community, while your employee receives a significant career enrichment opportunity. Make an investment in your employees and your community through our Campaign Representative Program.



SELECTING A CAMPAIGN REPRESENTATIVE

United Way needs the best and brightest to be a part of the Campaign Representative Program. To succeed, we must have individuals who are energetic, self-motivated and want to make a difference in their community. We are looking for organizations to provide us with their current and rising "superstars" for 13 weeks. We will send them back to your company ready to take on bigger and better leadership roles.

BENEFITS OF BECOMING A UNITED WAY CAMPAIGN REPRESENTATIVE

This unique program benefits both the participants and the sponsoring company:

- Recognition as a community leader at various United Way campaign events, e-newsletters, website and materials
- Visibility and representation throughout the Mid-South as you network with hundreds of companies and community leaders
- Increased leadership potential and enhanced professional skills

▶ BENEFITS TO THE PARTICIPANT

- Increased leadership, communication, public speaking, and time management skills
- Close interaction with key community leaders and corporations
- Expanded professional network within corporate and nonprofit communities
- Increased awareness of community needs and resources

▶ BENEFITS TO THE COMMUNITY

- Increased public awareness and support for community needs
- Greater resources for United Way's fight against poverty
- Inspires passionate champions

OPTIONS FOR COMPANY INVOLVEMENT
LOAN or SPONSOR

Service period each year

AUGUST • SEPTEMBER • OCTOBER • NOVEMBER

40 HOURS per week / 13 WEEKS



▶ LOAN CAMPAIGN REPRESENTATIVES (40 hours per week for 13 weeks)

Companies lend their employee(s) to United Way and release them from day-to-day responsibilities for the duration of the program. Full-time Campaign Representatives manage multiple corporate accounts and work out of United Way of the Mid-South's offices.

▶ SPONSOR CAMPAIGN REPRESENTATIVES

Companies who are unable to lend an employee may financially sponsor campaign representatives recruited through our program application process. Your company will be recognized as a sponsor of the program. In addition, the Campaign Representative sponsorship is recognized as part of your corporate workplace fundraising campaign.

CAMPAIGN REPRESENTATIVE COMMITMENT FORM

Please use this commitment form to provide us with information on a valued employee(s) within your company who will serve as a United Way of the Mid-South Campaign Representative. If you are unable to send an employee, please consider sponsoring or co-sponsoring a Campaign Representative at the levels indicated. An invoice will be sent following commitment.

PLEASE RETURN THE COMMITMENT FORM BY August 7th.

If you have any questions, please contact:

Annette Knox at annette.knox@uwmidssouth.org or call her at 901.433.4370.

YES - we would like to support the Campaign Representative program by providing:

- A full-time employee to serve as our representative
- A part-time employee to serve as our representative (*pre-defined schedule*)
- A full-time sponsorship (\$7,000)
- A part-time sponsorship (\$3,500)

Organization

Contact

Contact Phone

Contact Email

Please send response to: **ANNETTE KNOX**
Manager, Annual Giving
Annette.Knox@uwmidssouth.org
901.433.4370
1055 Tillman Street
Memphis, TN 38112



CAMPAIGN REPRESENTATIVE INFORMATION *(if known)*

Name

Title

Phone

Email

Name

Title

Phone

Email

Name

Title

Phone

Email

Thank you for your support!

UWMIDSOUTH.ORG



WHERE THERE'S A YOU,
THERE'S A WAY.

UW0717



UNITED WAY OF THE MID-SOUTH

CAMPAIGN REPRESENTATIVE PROGRAM

