

Your role as Employee Campaign Co-ordinator (ECC)

Welcome!

Workplace campaigns account for well over half of our campaign achievement and ECCs (Employee Campaign Coordinators) are an integral part of the United Way Campaign and you are the key person in your workplace. You are the go-to person. The one who assembles a team, creates a plan, and acts as an 'ambassador' for United Way. We would like to **thank you** for the job you are about to do.

As an ECC your responsibilities include:

1. Learn about United Way Peterborough & District
2. Build your team
3. Analyze, develop an Action Plan, and goal set!
4. Kick off and Canvass
5. Hold Special Events
6. Wrap-up, Recognition and Evaluation

Benefits to you:

1. Opportunity to learn/develop leadership skills
2. Lead a project from start to end
3. Develop fundraising skills
4. Get to know your colleagues/network
5. Gain knowledge of other divisions/departments of your organization
6. Make a difference in the lives of people in your community!

We are here to help!

United Way staff and reps are an important tool, and we are here to support you every step of the way! If you cannot remember who your staff support is email office@uwpeterborough.ca with your name and workplace and we will connect you.

Find everything you need online at www.uwpeterborough.ca/how-to-help/run-a-workplace-campaign/ including:

- Videos
- Posters
- Success stories
- Campaign ideas
- Training information
- Additional info on the work of UWP