



What does an Employee Campaign Manager (ECM) do?

- Work closely with your CEO/senior management team and United Way staff to set goals and develop an effective campaign plan
- Recruit and guide a team of co-workers in executing a fun and educational campaign
- Be able to speak about United Way and answer questions from co-workers
- Motivate and encourage your colleagues to get involved
- Serve as the liaison between your company and United Way

Benefits for you as an ECM

- Showcase your leadership and project management skills
- Get to know and network with colleagues at various levels of your organization
- Receive communication from United Way keeping you up-to-date on the latest news in our community
- Personally take an active role in making changes happen in Caldwell County