Loaned Executive Role Description

The Loaned Executive is an individual from a local business organization or government agency who is assigned by his/her employer to work on the United Way Campaign.

Loaned Executives provide leadership, fund raising, and teamwork skills to assist local employers plan, implement, and run successful United Way campaigns. They serve as a united Way spokesperson conveying the needs of the community, specifically in the area of health and human services.

The primary responsibilities include:

- Build relationship with Company Coordinators
- Analyze past giving history; develop goals and strategies for each account with Company Coordinator
- Conduct presentations
- Ask for contributions
- Confirm amount and type of corporate gift by working with Company Coordinator
- Thank everyone (especially Company Coordinator)
- Evaluate each workplace campaign and make recommendations for next year
- Complete an account log
- Have fun!

WHY GET INVOLVED IN UNITED WAY?
The top reasons to volunteer your time and energy:

» Get to know your community
  » Network
  » Make a Difference
  » LIVE UNITED

Time Involvement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
<th>Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loaned Executive Training</td>
<td>8</td>
<td>Summer</td>
</tr>
<tr>
<td>Company Visits and Preparation Meetings</td>
<td>10</td>
<td>Summer/Fall</td>
</tr>
<tr>
<td>Follow up on Selected Accounts</td>
<td>2-4</td>
<td>Summer/Fall</td>
</tr>
<tr>
<td>Campaign Kick Off @ Day of Caring &amp; Finale (Optional)</td>
<td>4-8</td>
<td>Fall/Winter</td>
</tr>
</tbody>
</table>

Uniting to inspire change and build thriving communities. GOAL: 10,000 more working families meet their basic needs by 2025.