

## Loaned Executive Program

### How do we get involved?

Loan a key employee to United Way of the Big Bend (UWBB) from September 1 to December 31  
OR

Commit your organization's support by sponsoring a Loaned Executive (LE) at a level of \$5,000

### What is a Loaned Executive (LE)?

An LE is a community volunteer who is “loaned” from their employer to work on the annual UWBB campaign. LEs come from all areas of the workforce including management, professional, administrative, and organized labor.

A LE's primary role is to assist in the planning and implementation of a successful UWBB fund-raising campaign. LEs serve as account managers with assigned local businesses and organizations, working with community leaders, CEOs, UWBB staff and other volunteers. In this position, they make presentations to employee groups, educate them about UWBB and ask them to make contributions.

### What are the required qualities of a Loaned Executive?

- Believes in the mission of UWBB
- Enjoys working with people
- Works easily in a fast-paced environment
- Able to manage multiple tasks
- Highly motivated and enthusiastic
- Team player who enjoys working on a highly energetic and motivated team

**The LE program has two levels of commitment based on the amount of time devoted to our UWBB.**

#### Full-time

On loan full-time (32 hours or more per week) for a period of 16 weeks. These individuals will manage a portfolio of organizations committed to conducting a successful employee campaign. The LE will assist employee-campaign coordinators through all phases of the campaign. The days and times that each LE works are flexible, and are designed to benefit the LE, the Donor Company and UWBB.

#### Part-time

On loan part-time (16 hours or more per week) for a period of sixteen weeks. These individuals will have the same responsibilities as full-time LEs, yet they work with smaller campaign portfolios.

## **How can I sponsor an LE?**

Sponsored positions are available should an organization be unable to provide an employee. This type of financial contribution enables UWBB to hire enterprising individuals to represent your company as an LE.

### **Sponsorship benefits include:**

- Opportunity for your organization to demonstrate commitment to leadership and strengthen its role as a corporate citizen in our local communities.
- Recognized as a sponsor at the Annual Kickoff Event (300+ attendance)
- Recognized as a sponsor at the Final Campaign Celebration (300+ attendance)
- Recognized as a sponsor in the Final Campaign Report (print average 2,500)
- Listed as a Loaned Executive Sponsor on UWBB website (average of 1,000 hits per month)

Sponsoring an LE sends a powerful message of your organization's strong commitment to our community. Sponsorships for positions are as follows: full-time (\$5,000) and part-time (\$2,500).

## **Benefits of the LE Program**

The Loaned Executive Program offers benefits to all concerned: the lending organization, the individual Loaned Executive, United Way and the community.

### **To the Company/Organization:**

- Demonstrates to the community your company's concern with social well-being.
- LEs return as more experienced, professional managers, marketers and organizers, with increased skills in communication, public speaking, project/time management and leadership ability.
- LEs make valuable new business contacts and promote your company throughout the Big Bend.
- LEs gain a greater appreciation for the difference they can make for themselves, their company and their community through volunteering and community involvement.

### **To the Loaned Executive:**

- Strengthens the LEs organization/planning skills and reinforces the importance of timing and deadlines.
- Helps develop the LEs leadership skills and provides community exposure not available in many day-to-day positions.
- Increases the Loaned Executive's knowledge of community demographics and provides contact with key community leadership.
- Enables the Loaned Executive to take pride in knowing he/she is helping to improve the quality of life in our community.
- Broadens the Loaned Executive's flexibility through working with individuals of varying social, economic and cultural backgrounds.

### **To United Way of the Big Bend:**

- Increased fund-raising capabilities without incurring additional administrative costs.
- Develops knowledgeable emissaries who can relate their experience and United Way's resources back to their organizations, neighborhoods, friends and families.
- Creates a source of future volunteer leaders for United Way and its certified agencies.

## **Loaned Executive Job Description**

### **Objective**

The Loaned Executive is a valued extension of United Way Campaign staff who serves the volunteer structure and primarily supports the organization and implementation of employee campaigns.

### **Role**

- Responsible for coordinating (with the company employee coordinators) employee campaigns from inception to completion
- Schedule and conduct Company Campaign Committee orientations
- Support the Campaign Employee Coordinator in the scheduling and implementation of employee group meetings for all assigned accounts; may require multiple presentations and agency tours
- Maintain close, continuous contact with Campaign Employee Coordinators through planning, organization and implementation of the employee campaign
- Act as the campaign and public relations consultant for each assigned account

### **Responsibilities**

- Participate in Loaned Executive Orientation Training
- Make personal visits with staff to meet Employee Campaign Coordinator and/or Chief Executive in order to secure commitments and plan campaigns for assigned accounts
- Maintain accurate and complete records on all accounts reflecting changes in key personnel, campaign history, current campaign progress and completes an Account Checklist
- Meet regularly with United Way staff and fellow Loaned Executives to monitor and evaluate progress and projections of all assigned accounts
- Meet with United Way staff to discuss progress on assigned accounts; plan and executive strategies to achieve highest possible results
- Attend campaign staff meetings and special events as needed
- Conduct follow-up and evaluation meetings with the Coordinator upon completion of the current campaign to produce suggestions for the next year's campaign
- Complete an evaluation/critique survey at the conclusion of the Loaned Executive experience