

# UNITED WAY OF ESCAMBIA COUNTY 2019 CAMPAIGN ADVISORY CABINET



United Way  
of Escambia County

## OVERVIEW

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The Campaign Advisory Cabinet helps guide the strategy and attainment of United Way of Escambia County (UWEC)'s annual campaign goal, making it possible for UWEC to fulfill its mission of improving lives. The Cabinet also raises awareness about UWEC's Community Impact work in the areas of health, education, and financial stability.

The Campaign Advisory Cabinet is a group of volunteers who represent many professional fields in Escambia County. Members are chosen for their expertise within their sector and involvement in the community. Cabinet members will have an opportunity to engage various community members in UWEC's campaign and gain unique networking opportunities as a result.

The term begins in January and runs through December. Members should attend a minimum of 50% of the monthly meetings. Between meetings, Cabinet members may be asked to spend another 1-2 hours a month performing certain tasks including setting up and/or attending meetings with community contacts, donor appreciation activities, and advocating for UWEC's work.

UWEC's Development Team and the UWEC Board of Directors Campaign Committee will support the Cabinet and provide them with the resources they need to be successful. UWEC staff will organize meetings, provide training, keep the Cabinet informed of team progress toward goals, and prepare communications & materials necessary for the successful attainment of campaign goals.

The Campaign Advisory Cabinet will have a unique behind-the-scenes look at how UWEC obtains the resources needed to change our community. Together, we will focus on enhancing connections, building new relationships, and thriving in our community.

## RESPONSIBILITIES

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- Help UWEC build long-standing relationships with key organizations and individuals in Escambia County.
- Assist UWEC in developing and implementing strategies to grow financial resources including individual giving, workplace campaign contributions, corporate gifts, and sponsorships.
- Provide thoughtful leadership in creating an annual campaign plan, campaign materials, and improving our message to donors.
- Attend CEO/workplace coordinator visits and other campaign activities; speak at campaign events (as schedule permits).
- Serve as an advocate. Help inspire passion for UWEC's work and create champions for our cause by engaging your sphere of influence. Leverage relationships to help UWEC staff and Board "get in the door" with leaders of our community.
- Assist UWEC staff with the identification of prospective new employee workplace campaigns, sponsors, and donors. Support UWEC staff with brainstorming new approaches to troubled accounts.
- Attend monthly Campaign Advisory Cabinet meetings.
- Participate in UWEC annual events including the Annual Meeting and Campaign Kickoff Luncheon.
- Give thoughtful consideration to making a monetary donation to UWEC's Community Investment Fund at a level that is significant to you.

## MEETINGS

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The Campaign Advisory Cabinet meets once a month from 8-8:45am. All meetings will be held at United Way of Escambia County (1301 W. Government St., Pensacola 32502).

### 2019 Meeting Dates and Potential Focus Areas (3<sup>rd</sup> Tuesday)

January 15 <sup>th</sup> – Orientation, UWEC overview	July 16 <sup>th</sup> – Kickoff Event
February 19 <sup>th</sup> – 95 <sup>th</sup> Anniversary Celebration	August 20 <sup>th</sup> – Campaign Engagement & Prospecting
March 19 <sup>th</sup> – Campaign Materials & Workplace Coord.	September 17 <sup>th</sup> – Kickoff Wrap-Up
April 16 <sup>th</sup> – Sponsorships & Online Giving	October 15 <sup>th</sup> – Thank-a-thon & Donor Appreciation
May 21 <sup>st</sup> – Emerging Leaders & Retire United	November 19 <sup>th</sup> – RFF & WU Leadership Giving
June 18 <sup>th</sup> – Campaign Materials (review drafts)	December 17 <sup>th</sup> – Ambassador Program

### Other Important Events

95<sup>th</sup> Anniversary Celebration  
May 23, 2019  
Live Oak Plantation

Annual Meeting  
*Typically held in August*  
TBD

Campaign Kickoff Luncheon  
*Typically held in September*  
Pensacola Bay Center

For website: maybe [www.unitedwayescambia.org/Cabinet](http://www.unitedwayescambia.org/Cabinet)

**The Campaign Advisory Cabinet provides leadership in developing and implementing a successful annual fundraising campaign.**

The Campaign Advisory Cabinet is comprised of local business, nonprofit, and community leaders who volunteer their time to develop campaign strategies, strengthen and build relationships with corporate partners, share United Way of Escambia County's message, and work with current and prospective supporters to increase the scale of UWEC's annual campaign in both support and dollars.

Filled with bright minds and big hearts, United Way of Escambia County's Campaign Advisory Cabinet is the driving force behind our annual fundraising campaign. The following individuals have left a mark on our community that is nothing short of extraordinary:

**2018 Campaign Advisory Cabinet**

Amy Miller, Port of Pensacola, UWEC Board of Directors Campaign Chair

Chris Scales, Publix Super Markets, UWEC Board of Directors Campaign Co-Chair

Barbara MacNeil, Central Credit Union

Briana Wigley, West Florida Healthcare

Carrie Cromey, Legal Services of North Florida

Craig Smith, Synovus Bank

Ildi Hosman, Junior Achievement of Northwest Florida

Jeff Rogers, Gulf Power Company

Joni Humphreys, Community Advocate

Maegan Leonard, Baptist Health Care Foundation

Megan Chapman, Gulf Coast Kid's House

Michael Collette, Publix Super Markets

Mike Thibodeaux, Cox Communications

Rob Thead, Ever'man Cooperative Grocery and Café

Ronnie Rivera, The Jim C. Downey Community Center

Theresa Cserep, University of West Florida

Tonya Ellis, Escambia County Board of County Commissioners

If you have any questions about the Cabinet, or you're interested in joining, please contact Development Director Kelly Jasen at 444.7147 or [kelly@unitedwayescambia.org](mailto:kelly@unitedwayescambia.org).

**For facebook:**

The Campaign Advisory Cabinet provides leadership in developing and implementing a successful annual fundraising campaign. We are looking for a few new members in 2019. If you're interested in learning more, please visit [www.unitedwayescambia.org/Cabinet](http://www.unitedwayescambia.org/Cabinet) or contact Kelly Jasen at 444.7147 or [kelly@unitedwayescambia.org](mailto:kelly@unitedwayescambia.org)

**For e-news:**

We are creating a healthy, thriving Escambia County for all! We are seeking volunteers to join our Campaign Advisory Cabinet. The Cabinet works alongside UWEC's Development Staff to build relationships with local workplaces, donors and community members. They meet once a month to provide leadership in developing and implementing a successful annual fundraising campaign. To learn more, please visit [www.unitedwayescambia.org/Cabinet](http://www.unitedwayescambia.org/Cabinet) or contact Kelly Jasen at 444.7147 or [kelly@unitedwayescambia.org](mailto:kelly@unitedwayescambia.org)

**Email ask from Development Team:**

We are seeking volunteers to join our Campaign Advisory Cabinet. The Cabinet works alongside UWEC's Development Staff to build relationships with local workplaces, donors and community members. They meet once a month to provide leadership in developing and implementing a successful annual fundraising campaign.

I believe your dedication and belief in our community and the work of UWEC makes you a perfect fit. Please consider joining our team! I have attached a document that outlines the role of this position. Our 2019 meeting dates are also listed in this attachment and I will gladly send you calendar invitations when you confirm your interest. If you would like to see if the Cabinet will be a good fit for you, please let me know if you would like to attend our next meeting on Tuesday, December 18<sup>th</sup> at the United Way office from 8-8:45am.

I think this will be a great opportunity if you are looking for a strategic volunteer experience, are passionate about our community and enjoy connecting with people. Please do not hesitate to contact me with any questions, or to confirm your interest.

Thank you for your consideration.