



Campaign Cabinet - Position Description

At United Way Waterloo Region Communities (UWWRC) we focus on understanding issues and solutions unique to our region. We work every day to mobilize the generosity of our community through cause-based fundraising that allows us to invest in multiple, impactful community-centred solutions. To do this work, we rely heavily on the support of hundreds of individual volunteers who give their time each year. One key group of volunteers is our Campaign Cabinet.

The Campaign Cabinet is a group of passionate community-minded ambassadors and leaders whose task is to strengthen our existing partnerships and forge relationships with new donors. The Cabinet supports United Way's cause-based fundraising efforts by creating awareness about specific issues in our region, highlighting our work in targeted areas and engaging potential donors by aligning the work of UWWRC with their goals and values.

Key Activities

New Business Development/Prospecting

Cabinet members are responsible for cultivating new relationships with prospective supporters and enhancing our existing partnerships. Members engage business leaders and individual donors in strategic conversations about community change through targeted fundraising directly aligned with their goals.

Workplace and Individual Donor Stewardship and Support

Each cabinet member serves as a mentor and ambassador to a select group of organizations that run an annual cause-based fundraising campaign. Cabinet members will work with the senior leaders and campaign managers to build and strengthen ties to United Way and the community through targeted fundraising aligned with workplace goals.

Through this experience, Cabinet Members will...

- Gain a deep understanding about social issues in Waterloo Region and United Way's unique role in providing cause-based fundraising opportunities to strengthen the social profit sector
- Meet and interact with local community and business leaders and begin to develop their personal and professional network
- Gain mentorship and professional development opportunities from United Way staff and other cabinet members
- Develop or enhance valuable skills, such as public speaking, time management, project management, customer relations and teamwork
- Work with like-minded, passionate people to cultivate new organizational and individual relationships, and support staff in operationalizing successful fundraising strategies
- Be part of one of the largest annual fundraising campaigns in Waterloo Region

Cabinet Recruitment

- Cabinet Expansion and Recruitment – Recruit new cabinet members from Tech Sector, Post Secondary Institutions (WU, WLU, Conestoga) Manufacturing Sector, local secondary school, Affinity Groups and local small business.

Important Skills and Background

Successful Cabinet Members will bring:

- Passion for the organization's mission and cause-based fundraising framework
- A strong network and circle of influence
- Capacity to consider a lead gift
- Comfort making new connections and soliciting donations

Time Commitment

The position is a 2-year term (able to accommodate 1 year) starting in September and wrapping up in June, with the option of continuing your involvement beyond 2 years.

- Approximately, 3 to 6 hours a month (dependent upon personal availability and customized workload).
- Monthly meetings lasting 1 hour from 8am – 9am. Meetings will in-person, but virtual can be accommodated, based on schedule availability.

Financial Commitment

- Cabinet members are expected/encouraged to donate an annual gift (suggested minimum \$365+ with the intention to grow to leadership donor)

For more information, please contact:

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