

Prisma Health–Upstate United Way Campaign

Roles & Responsibilities

COORDINATOR

A GHS United Way Campaign Coordinator is an individual who demonstrates initiative and enthusiasm; someone who is respected by peers, leaders, and subordinates; someone who is passionate about the United Way and its importance in our community.

A Coordinator should...

- feel comfortable asking others to get involved.
- have basic computer and math skills.
- have strong organizational skills.
- have adequate time and resources available.
- feel comfortable speaking in front of a group of team members.
- be willing to ask for assistance.
- ensure team members are recognized.

1. Recruit Campaign Volunteers

- Appoint volunteers for each department or major area within scope of responsibility. Volunteers should be appointed for every 25–50 team members and should be appointed for every shift and/or rotation. These volunteers will help promote the campaign and assist employees with the eWay tool.
- Ensure that all volunteers receive training.

2. Plan a Campaign

- Attend the Coordinators Meeting and a Campaign Volunteer Training Session.
- Meet with Leadership and Campaign Volunteers to develop campus/department campaign strategy.
- Distribute materials to Campaign Volunteers in a timely manner.
- Ensure campus/department campaigns are scheduled between **September 3** and **October 18**.

3. Assist in Conducting Campaigns

- Assist in publicizing the campaign.
- Communicate goals to Campaign Volunteers
- Ensure Campaign Volunteers have adequate materials and that they are distributing information/items to team members; assist with distribution if appropriate.
- Maintain weekly contact with Leadership.

4. Report Results

- Ensure that the Campaign Report Form is completed correctly for donations in cash, check, or for fundraisers. Turn envelope in to Finance weekly.
Note: The majority of pledges are made online; this responsibility pertains mainly to fundraiser money.
- Communicate results back to Campaign Volunteers.
- Keep Leadership informed of progress toward goals.

5. Wrap Up and Say Thanks

- Report final results to Campaign Volunteers and team members.
- Recognize and thank Campaign Volunteers.
- Invite all Campaign Volunteers to attend the United Way Thank You Breakfast on **October 24 from 8 a.m. - 9 a.m. in the Community Room at Greenville Memorial Hospital**.
- Evaluate results and prepare recommendations for next year's Coordinator.