

Campaign Associates



WHO ARE THEY?

Campaign Associates (CA's) are individuals selected by their companies to share their expertise with United Way. They are relieved of their regular job responsibilities to devote their full-time efforts to the campaign. Some CAs are instead sponsored by area companies and United Way hires them to work full-time for a stipend.

WHAT DOES A CAMPAIGN ASSOCIATE DO?

CAs function as an extension of the United Way fundraising staff in asking employees to give. They work full-time at United Way of York County's office in Kennebunk during the campaign season from late August through the middle of November – about 13 weeks.

It is their responsibility to meet and work with individual Employee Campaign Coordinators to plan, organize, and implement successful workplace campaigns within specific companies and organizations. They handle the administrative aspect of employee campaigns from preparing materials to organizing final campaign reports.

WHILE AT UNITED WAY THEY:

- Study the results of past workplace campaigns
- Work with Employee Campaign Coordinators to determine the best campaign strategies
- Make presentations to employee groups
- Promote the use of United Way's campaign tools and techniques
- Help plan agendas and make arrangements for employee meetings and rallies
- Monitor assigned accounts to ensure successful campaigns
- Meet regularly with United Way's staff to review progress and discuss challenges

WHEN WILL MY CAMPAIGN ASSOCIATE CONTACT ME?

Every company will be assigned a CA. You will be contacted at the beginning of September.