

Why Be a Campaign Cabinet Volunteer?

What is a Campaign Cabinet Volunteer?

- A community leader who recruits and supports other volunteers to act as ambassadors to businesses in the community on behalf of United Way of the Inland Valleys
- A community leader who acts directly as an ambassador to businesses in the community on behalf of United Way of the Inland Valleys

What Does a Campaign Cabinet Volunteer Do?

- The primary role of the Campaign Cabinet is to open doors to United Way of the Inland Valleys so that we can hold workplace campaigns to raise funds for the community
- Some Cabinet volunteers help with marketing
- Some with our Day of Caring
- Some with setting campaign policy and with overall guidance (Cabinet Chairs)
- Most act as ambassadors and help recruit other community leaders to also act as ambassadors

How Does the Community Benefit?

- Funds raised from workplace campaigns are a unique source of funding to help advance the common good. Most charitable funds are raised from sponsorships, ticket sales and grants. The same people are asked over and over again for each cause. Workplace donations are a separate stream of revenue.
- UWIV funds allocated to agencies are flexible monies they can use to help those who need help the most or to meet their own capacity needs so that they can stay in business and continue to serve the community
- Other UWIV funds are used to make community improvements in **Income** (Financial Stability and Financial Literacy), **Education** and **Health** (reducing risky behaviors)
- Through the phone service 2-1-1, UWIV supported agencies act as Employee Assistance Programs for employees and residents throughout our region
- UWIV acts as a convener and collaborator to advance the common good, led by volunteer community leaders such as yourself

What's in it for Me?

- While visiting businesses on behalf of the community, you will be representing yourself as a community leader and your company as one that cares about the community (shown in studies to enhance customer loyalty and to improve buying patterns)
- Your business network will be strengthened
- Your community will be improved, making it a better place to live, work and to conduct business

