

Role of ECC and Contacts

Congratulations on being selected as your company's Employee Campaign Coordinator. More importantly, thank you for committing to make our community better by "Living United!" As your company's go-to person, you will serve as the United Way advocate, storyteller and point person for this year's monumental campaign.

United Way Employee Campaign Coordinator (ECC)

Role of the ECC: To encourage co-workers to participate in creating a stronger community by planning, coordinating and implementing an effective United Way workplace campaign.

Responsibilities include:

- Attending ECC Training offered at the start of each campaign season.
- Working closely with the United Way representative to develop an effective campaign plan.
- Recruiting a campaign committee from key areas of the organization.
- Coordinating the distribution of campaign materials and collection of pledge cards.
- Coordinating kick-off and recognition events.
- Promoting the campaign to all associates and publicizing campaign results throughout the drive.
- Holding a separate meeting for Leadership Givers and prospects.
- Providing all associates and retirees the opportunity to give.
- Thanking donors and volunteers for their generosity.
- Completing the campaign by submitting the campaign report and pledge forms to the United Way NCA administrative office.
- Evaluating and making recommendations for the next year's campaign.

Key Contact Information

United Way of the National Capital Area
Mailing Address

For all correspondences, pledge forms, campaign reports.

(Serving Alexandria, Arlington, District of Columbia, Fairfax/Falls Church, Loudoun County, Montgomery County, Prince George's County, and Prince William County)

8391 Old Courthouse Road
Suite 200
Vienna, VA 22182
Phone: 202.488.2000
Fax: 703.288.3219

District of Columbia Office
Phone: 202-488-2000
Fax: 202-223-2648

Online Resource Site

<http://www.UnitedWayNCA.org/campaign/running.a.campaign.html>

Follow the above link to an online tool kit where you can:

- Find information on agency speakers
- Find information on Days of Caring projects
- Find success stories and best practices
- Access links to photos and videos
- Download campaign materials including pledge card templates, sample campaign letters, e-cards and more
- Get various other assistance.