



UNITED WAY
Indian River County

**WORKPLACE
CAMPAIGN**

LOANED EXECUTIVE PROGRAM

Loaned Executive Term: 4-5 hours per month from August through January

Loaned Executives are passionate professionals from local businesses who partner with United Way of Indian River County during our annual fundraising campaign.

Loaned Executives (LE) play a critical role in United Way's Workplace Campaigns. As an LE, you lend your time, talent, and expertise to help share our mission and message across the community – all while enhancing your leadership skills and growing your professional network.

By becoming a Loaned Executive you are helping to improve health, enhance education, and support the livelihoods of more than 1 in 4 people in our community. No one person or organization can do this work alone. Now more than ever, your leadership is essential to help meet our community's ever-evolving needs.

Thank you for being a key part of this important work.

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GET INVOLVED AT UNITEDWAYIRC.ORG

Loaned Executive Benefits

- Increase your leadership experience and management skills by taking on a key role in United Way's Annual Campaign.
- Enhance your public speaking and presentation skills through real-world engagement with diverse audiences.
- Develop a deeper understanding of community needs and the impact of local nonprofit work.
- Build valuable connections and expand your professional network across industries and sectors.
- Become a passionate advocate for change and make a lasting impact

Business Partner Benefits

- Fulfill social responsibility goals and demonstrate a commitment to community impact.
- Gain visibility and representation throughout the community.
- Invest in employees professional development and growth.
- Champion meaningful change and help create a brighter future for Indian River County.

Roles & Responsibilities

You play a hands-on role in driving successful Workplace Campaigns. Responsibilities include:

- Attend Loaned Executive training.
- Meet with Employee Campaign Coordinator (ECC) of each assigned workplace to plan campaign, schedule presentations, and implement best practices.
- Lead and deliver United Way presentations to inspire and engage employees.
- Assemble and deliver appropriate campaign materials as needed.
- Stay in regular contact with ECC to monitor campaign progress.
- Assist with collecting pledge cards or promoting online giving.
- Deliver completed campaign envelope to the United Way Relationship Development Manager.
- Attend a workplace special event, if one is hosted.
- Support your own organization's United Way Workplace Campaign; if applicable.
- Join United Way at a workplace appreciation celebration.
- Have fun while making a difference!

Campaign Materials & Online Toolkit

We'll equip you with everything you need to succeed, including printed materials like brochures, pledge cards, and posters. Additional resources and tools are available in our online Workplace Campaign Toolkit, your go-to source for campaign planning, presentations, and inspiration.