

ECC JOB DESCRIPTION

WHAT AN EMPLOYEE CAMPAIGN COORDINATOR DOES

2024

An employee campaign coordinator (ECC) works with their workplace and United Way to engage employees to support charitable causes. Their efforts contribute substantially to meaningful change in communities. **An ECC empowers others to support United Way's Community Campaign.** Here's everything you need to know about being an ECC.

IMPORTANT TERMS

Community Campaign

United Way's primary way to encourage people to support charitable causes. **For decades, Community Campaigns have contributed to positive change.** Thanks to caring, generous supporters, we create and fund solutions that help people achieve their potential.

Community Fund

An account dedicated to addressing the greatest needs in our focus areas.

Employee campaign coordinator (ECC)

A person responsible for planning, running and closing out a workplace campaign.

Focus areas

Education, financial stability, health, housing and Alaska 211.

Local company leader (LCL)

The senior-most officer at the workplace who champions a workplace campaign.
E.g., Chief Executive Officer, Executive Director, Managing Partner

Pledge

A workplace campaign participant's financial commitment to support one or more charitable causes that help people have opportunities to thrive.

Workplace campaign

Planned collaborative fundraising, approved by workplace leadership to encourage employees to support our Community Campaign. A workplace campaign:

- Is **time-bound**, meaning there are kickoff and closeout times.
- Encourages **pledges** or **participation** from every employee.
- Hosts workplace-wide **fundraising** events.
- Offers **incentives** for employees who participate.

WHAT ARE THE RESPONSIBILITIES OF AN ECC?

Secure colleagues' pledges and participation to support charitable causes.

Participants direct commitments to our Community Fund, focus areas and nonprofits.

Meet with a United Way philanthropy representative at least twice.

We help plan communications, events and incentives to secure pledges and participation.

Coordinate with their workplace leadership.

Coordination allows ECCs to discuss workplace campaign goals and secure buy-in.

Attend our ECC training event.

It reviews workplace campaign resources, generates excitement and answers questions.

Confirm if their workplace will use ePledge to make pledges online.

When this online, secure giving platform goes live, the ECC notifies their colleagues.

TIMEFRAME

An ECC should be available to plan, run and close out a workplace campaign. **They need approximately five hours each week during this timeframe.** Workplace campaigns vary in length: from a week to three months. However, typically, they are two to three weeks.

UNITED WAY ASSISTANCE

Senior Philanthropy Officer

Katie Harvey serves in this role and will assist you. You can contact her via email at kharvey@ak.org or by telephone on her office line at (907) 263-3814.

Other contact information

Here are other helpful ways to reach United Way.

Our mailing address

United Way of Anchorage, PO Box 200108, Anchorage, AK 99520

Our telephone number
(907) 263-3800

Our philanthropy team
philanthropy@ak.org

Our data team
datateam@ak.org