

UNITED WAY EMPLOYEE CAMPAIGN LEADERS TRAINING



United Way Employee Campaign Leaders Training is your opportunity to gain strategies, skills and effective tools to run a successful campaign and to analyze past campaign performance.

United Way of the Mid-South
2010 General Campaign Chairman
Shannon Brown

Who Should Attend

Employee Campaign Chairmen, Employee Campaign Managers, Leadership Gifts Chairmen, Campaign Communications Chairmen, Solicitors, Campaign Pledge Report Managers and members of the Employee Campaign Committee

Date: Friday August 20thth, 2010

Times: Registration/Continental Breakfast:
7:30 a.m. - 8:00 a.m.

General Session/Training:
8:00 a.m. - noon

Location: The Peabody Hotel
149 Union Avenue
Memphis, TN 38103



**United Way
of the Mid-South**

www.uwmidsouth.org



See other side for registration form



Improving Education, Financial Stability & Health



What You Will Learn at Employee Campaign Leaders Training

New Leaders Training

- The steps to planning, organizing, implementing and celebrating an effective campaign
- United Way of the Mid South's impact areas, accountability, campaign services and offerings, and unique fundraising ideas

Advanced Leaders Training - Campaign Analysis

- Analyze your organization's campaign history, performance, and potential
- Develop a campaign action plan tailored specifically to your organization's needs

Advanced Leaders Training – Increasing Leadership Involvement

- Identify ways to engage your organization's leadership in all aspects of the campaign
- Analyze your Leadership Giving program and learn how to expand it

Advanced Leaders Training - Building a Successful Campaign Team

- Learn the opportunities and benefits of involving co-workers across the organization
- Focus on strengthening your solicitation method

*It starts with your vision
of the best fundraising campaign you can imagine.*

- **Develop leadership skills** as you work with your CEO and senior management to plan campaign strategies and set challenging employee and Leadership Giving goals.
- **Gain organization-wide visibility** as you recruit, train and coach a motivated team of employees from all levels of your organization.
- **Learn to organize** and delegate responsibilities to insure maximum effectiveness.
- **Implement creative strategies** to publicize your organization's commitment to United Way and the community.
- Create inspiring and motivational ways to **inform and educate** your employees about the people helped by United Way.
- **Be proud of your results and say thanks** to all who helped make the **campaign a success**.
... And you'll discover that running a United Way campaign can also be one of the most rewarding experiences of your life!

**United Way
of the Mid-South**



6775 Lenox Center Court, Suite 200, Memphis TN 38115 • Phone (901) 433-4300 • www.uwmidsouth.org
Serving Crittenden, DeSoto, Fayette, Lauderdale, Shelby, Tate, Tipton and Tunica counties.
Are you on facebook? Join our United Way of the Mid-South facebook group today.

Return this form for registration

Please type or print the requested information.
Fill out a registration form for each person attending
the training and return by August 6th, 2010.

Date: Friday, August 20th, 2010 at 7:30 a.m.

Please send your completed registration to:

Attn: Senta Whitlow

1) Fax: **901-433-3118**

OR

2) Mail: using the postage paid envelope provided

For questions call: (901) 433-4318 OR email: senta.whitlow@uwmidsouth.org

Name _____

Title _____

Organization _____

Mailing Address _____

City/State/Zip Code _____

Phone/Extension _____

Fax Number _____

Number of employees at your organization _____

I'm a: Employee Campaign Chairman

or Employee Campaign Manager Campaign Pledge Report Manager

Leadership Gifts Chairman Communications Chairman

Committee Member Solicitor

For United Way use only