

## UNITED WAY OF THUNDER BAY JOB DESCRIPTION

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**JOB DESCRIPTION FOR:** Leadership Committee member

**REPORTS TO:** Resource Development & Individual Giving  
Coordinator and the Leaders Chair / Co-chairs

**TERM:** Two to three years preferred

**OBJECTIVE:**

Lead the organization efforts in retaining and growing membership in the Leaders of the Way Program (individual gifts of \$1,200 and above annually) by adding new members, increasing giving levels among current members and informing members and prospects on the impact of United Way. Assist the Leaders Chair/co-chairs in meeting the goals of the campaign through active leadership.

**KEY ACCOUNTABILITIES:**

- Accountable to the Leaders Chair/Co-chairs and the Resource Development & Individual Giving Coordinator

**MAJOR DECISION-MAKING RESPONSIBILITIES:**

- Help the chair/co-chairs develop a Leadership plan and strategies
- Help identify existing and potential Leadership donors
- Help set a Leadership goal
- Monitor and report on peer to peer ask results

**REQUIREMENTS:**

- Be a donor at the Leadership Level
- Have an understanding of and commitment to the United Way
- If possible, attend major United Way key events (Kick-off Breakfast, Campaign Celebration)
- Attend Leaders Committee meetings
- Sign solicitation and thank you correspondence
- Work with and help chair/co-chairs and staff:
  - Canvas Leadership donors
  - Thank all Leadership donors
  - Assist in the evaluation of the Leadership program at the end of the campaign
  - Make phone calls to connect with donors in order to secure their gift
  - Help the chair / co-chairs develop a succession plan

**TIME COMMITMENT REQUIREMENTS:**

- Approximately between 15 to 20 hours per year:
  - Leaders Committee meetings: 6 to 7 hours
  - United Way Events: 2 to 3 hours
  - Meetings/phone conversations with chair/co-chairs and/or staff : 2 to 5 hours
  - Peer to peer asks: 4 to 5 hours