



Campaign Coordinator Job Description

Campaign coordinators are the key to a successful campaign. This role is vital in creating healthy charities and healthy communities. Campaign coordinators have the exciting opportunity to connect colleagues with the causes they care about most. Coordinators inform, inspire, excite, engage, uplift, connect, motivate, incite to action, and instill urgency. They invite support, interest and dedication.

As a local campaign coordinator, you are responsible for running and promoting the campaign locally in your agency. You will have the opportunity to participate in training, develop and execute your campaign plan, coordinate events, make presentations, and distribute materials.

Objectives

- Provide everyday leadership for the campaign
- Educate employees about the many benefits of giving through the Combined Fund Drive
- Provide opportunities for employees to connect and contribute to their favorite nonprofits organizations via payroll deduction or one-time gift
- Manage a successful campaign
- Have fun!

Role of the Coordinator

- Engage your colleagues & market your campaign
 - Help create a culture of philanthropy in your agency. Share how thoughtful giving to your favorite causes makes an impact
 - Get your manager involved. Ask your manager to share the campaign's importance with your colleagues
 - Recruit a team or colleague to help you plan and execute your campaign
 - Share campaign materials including posters, charity guides, charity brochures, giveaways, and videos to help market your campaign
 - Have fun! Hold fundraisers and contests to make the campaign enjoyable and inviting
- Raise awareness about the many benefits of giving
 - Educate your fellow employees about how they can create lasting outcomes impact locally, nationally, and globally
 - Communicate how their gifts impact nonprofits
- Connect your colleagues to their favorite causes
 - Let them know how easy it is to support the causes they care about through payroll deduction
- Share information through small group presentations, nonprofit speakers, and personal stories
 - Make a presentation to your colleagues
 - Arrange for charity speakers to tell their stories at staff and other small group meetings
- Ask your colleagues to invest in the causes they care about most
 - Use email, presentations, in person discussions, your supervisor, and nonprofit speakers to help you ask your colleagues to consider making a gift