**ECM Advisory Council**

**Volunteer Job Description**

**Overall Objective:**

Support United Way of Greater Richmond and Petersburg in creating

a streamlined, engaging, and satisfying experience for

Employee Campaign Managers (ECMs) while leading their companies’ United Way efforts.

**Key responsibilities:**

* Commit to bi-monthly 1 hour meetings (every 2 months) and 1 year of service; occasional conference calls; ongoing e-mail communications and offer to join at least 1 of the four United Way event committees where the ECMAC is an integral part.
* Provide feedback of personal experience of both our United Way system and managing your companies’ campaigns.
* Engage ECMS year round through group volunteer and social networking opportunities.
* Ensure diverse representation across government, financial, and non-profit sectors.
* Develop and share best practice campaign ideas.
* Review and approve ECM engagement and recognition strategy.
* Provide a personal ‘peer-to-peer’ thank you, via phone call or email, to ECMs at end of Campaign season
* Mentor New ECMs in various fields

**Sample Meeting Calendar:**

**May** Orientation meeting with committee and staff members. Review ECM engagement strategy. Discuss and confirm dates and plans for upcoming ECM training sessions. Discuss any new/relevant campaign changes for upcoming year. Discuss Day of Action activities.

**July** Review ECM recognition materials – Preview videos or any other campaign/marketing materials for upcoming campaign year. Discuss any ECM-specific volunteer events and plans for attendance. Provide update on ECM training sessions.

**September** Begin planning for signature ECM recognition cocktail. Make first round of ‘peer to peer’ thank you phone calls. Provide a mid-campaign update on current campaigns, new campaigns, and new ECMs.

**November** Finalize plans for ECM recognition event. Complete second round acknowledgement letters and phone calls.

**January** Continue all acknowledgement calls and letters. Review ECM recognition event, providing feedback and suggestions for future events. Discuss survey or other feedback tool for ECMs. Plan April Volunteer event.

**March** Review all ECM activities and touch points, including an overall campaign review and ECM giving report. Review survey and ECM engagement plan. Discuss succession/renewal of group members, and new members. Have Thank you calls completed before the May meeting. Discuss Day at the Diamond Activates