

# Victoria County United Way LOANED EXECUTIVE PROGRAM



## Be part of something bigger than ourselves. Share your resources. Loan an employee.

Each year, businesses and organizations from Victoria County participate in a special community-wide leadership project—the Victoria County United Way Loaned Executive Program, a unique partnership between area businesses and United Way. Businesses loan employees who act as Account Managers working with United Way staff to implement the annual fundraising campaign.

## How can my company participate?

Loaned employees come from all areas of the workforce, including middle management, sales or marketing professionals, early retirees or new hires. You select one or more of your valued employees to participate from August through November, 2014.

## What qualities make a successful Loaned Executive?

We have found that successful candidate's possess the following characteristics:

- Belief in the mission of United Way
- Enjoy working with people
- Work easily in a fast-paced environment
- Ability to manage multiple tasks
- Highly motivated and enthusiastic
- Team player

## What specifically will my employee be doing?

There is no "typical day," but you can expect your employee to:

- Analyze past performance of assigned accounts
- Plan and implement strategies to improve account performance
- Manage and implement employee campaigns in assigned accounts
- Serve as the primary link with top management, campaign coordinators and other company representatives
- Identify and secure needed resources
- Communicate the United Way message to potential contributors, both individually and in large groups

## More About the LE Program

### Time Commitment

- Training Day (5 hours) 9a-1p
- Every two weeks from August – November, we'll meet for an hour to receive updates and to provide help and support (7 hours)
- Meet the Employee Campaign Coordinator of each account to plan, provide needed support and implement successful United Way campaigns. (3 hours a week spread over 3 months = 36 hours)
- Annual Banquet in February to recognize all of our LE's. (1.5 hours)

*That's only a 51 hour time commitment spread over 3 – 4 months!*

### Everyone wins.

The Loaned Executive Program provides benefits for everyone involved.

### Employers

- Employees gain valuable new business contacts and are able to aggressively promote your company
- Employees gain a greater understanding and appreciation for the difference they make for themselves and for their company through volunteering

### Employees

- Exposure to critical issues facing our community and becoming part of the solution to addressing these concerns
- Contact with community leaders

### Our Community

- Expertise and leadership from some of the Victoria and DeWitt counties most capable and dynamic individuals.
- Together we can advance the common good and ensure a better life for all our neighbors.

**YES, WE WILL PARTICIPATE IN THE 2014 UNITED WAY LOANED EXECUTIVE PROGRAM.**

Name of Company: \_\_\_\_\_ Company Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Signature of person completing this form: \_\_\_\_\_

The individuals representing our company are (Note: Time commitment is August through November, 2014.):

1 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 4 \_\_\_\_\_

**PLEASE FAX, MAIL OR EMAIL THIS FORM BEFORE AUGUST 1, 2014 TO:** Victoria County United Way  
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