



“It Takes a Village: How to use Committees and Succession Planning To Ensure Optimum Campaign Results”

ECC Secrets to Success

- Be intentional & strategic about committee recruitment. Consider taking a deep dive into the prior year numbers and specifically the donor’s roles in your organization.
- Focus on departments/areas of your organization that had very little participation and nominate dynamic individuals from those areas. “We saw participation for those areas grow significantly.”

How to Form Committees

- Recruit talented people from throughout your workplace
 - Be sure that all departments are represented – this helps spread the workload & encourages peer to peer asks
- Ensure that all committee members are educated on the work of United Way & know their **WHY**
- Delegate tasks to share responsibilities and encourage teammate accountability – make sure you keep an open mind about new ideas!
- Create a committee structure that works for your company – every work place has its own unique culture!
- If recruiting a full committee is not possible due to size of company or availability, consider implementing a succession plan
 - Recruit a coworker that can shadow you, so that the following year they can be the lead ECC
 - We want you to be set up for success & avoid volunteer burnout

