

Promote Your Service on Your Resume and LinkedIn



We want to thank you for doing the hard work to raise resources that will make a measurable, positive impact on the lives of thousands of individuals in the coming year. As a volunteer with your organization's United Way Campaign, you have developed a number of skills that will help you in your professional development.

We encourage you to include these accomplishments in your resume and end-of-year performance review documentation. Consider adding this volunteer leadership role to your LinkedIn profile as well.

Description of Role:

Your organization's partnership with United Way helps to increase employee morale, create goodwill in the community, and aligns your company with the most strategic philanthropic organizations in Dane County. As a United Way campaign volunteer, your responsibilities include:

- Analysing past giving history and giving potential
- Recruiting a campaign team
- Setting a goal
- Developing a plan to achieve that goal
- Executing the plan through
 - o Employee motivation
 - o Communication
 - o Detailed donor follow-up

The dollars raised support research-based initiatives that advance our community's Agenda For Change, thus improving lives and strengthening our community.

Potential Results to Share:

1. Setting and achieving goals

Measurement: Your campaign goal and results

- Total dollars raised vs. last year
- Total donors vs. last year
- Total leadership dollars vs. last year
- Total leadership donors vs. last year

2. Recruiting and leading a team

Measurement: Employees recruited and their impact

- Total employees recruited
- Committee structure (representatives across your organization fostering team building, cross departmental/location communication, and developing professional skills)
- Leadership in project management, agenda design, delegation of leadership roles, goal orientation, etc.

3. Improved communication skills

Measurement: Improved confidence in communicating with others (On a seven point scale: at the beginning of the campaign I felt I was a 4, after the campaign I feel I am a 6)

- Developing a communication plan
- Informing management/executives of campaign progress
- Writing compelling emails and distributing them in a way that ensured all received and read them
- Speaking publically at employee meetings.

4. Note awards or recognition received at the Campaign Celebration event, citations for excellence in the United Way newsletters, and training you provided or received at this year's campaign volunteer workshops.

Please contact us with additional suggestions for this list of accomplishments, so that we may share them with other Campaign Volunteers.

If you would like your United Way staff representative to send a positive letter for inclusion in your personnel file, please request one by emailing Carli Wilke at cwilke@uwdc.org.