

Loaned Executives...Who They Are and How You Might Use Them!

Loaned Executives, or LEs, are a group of limited-term employees of the campaign's Fiscal Agent (United Way of Dane County). These individuals are assigned to work on the seven public-sector combined campaigns in Dane County during these annual workplace giving efforts of which Partners in Giving is the largest.

LEs are available to assist Chairs and their Coordinators in the planning and execution of an agency or unit campaign. They have undergone an intensive training focusing on account management, relationship development, and public speaking. They come to the campaign with practical knowledge of campaign messaging and Best Practices for running campaigns.

Working through the direction of the State and University Coordinating Committees, the LEs will reach out to you to arrange a meeting with you and hopefully your Coordinators to share your agency or unit's overall five-year campaign history which should be helpful in your efforts to build an internal goal for participation, etc.

The LEs also help with materials assembly and distribution and staffing the Campaign Kickoff events, which the Partners Special Events Committee coordinates.

The LEs can assist in numerous other capacities:

- Assisting with an agency or unit special event
- Helping to secure charity speakers for campaign presentations or making a presentation on behalf of Partners in Giving.
- Brainstorming with Chairs and Coordinators in the delivering the campaign message to a maximum number of agency and unit staff members.
- Planning and executing an engaging series of activities that keep the campaign visible and relevant throughout the duration of the campaign period.
- Responding to requests from Chairs and Coordinators for additional materials

Please consider meeting with the LE assigned to your agency or unit. Ask questions. Expect responses or promises to secure answers. Above all work with them to create a plan that will produce an engaging campaign that is fulfilling, successful, and yes, fun. It could be a difference maker for all involved!