



**DESCRIPTION:** The Loaned Executive (LE) Program is critical to helping Greater Longview United Way (GLUW) reach the community campaign goal each year. LEs are employees from companies in the community who volunteer by supporting the efforts of GLUW and its mission, vision, and values through fundraising and community impact efforts.

Each year, United Way utilizes Loaned Executives to accomplish the mission of the community campaign. Companies/Businesses/Corporations are encouraged to seek out/nominate vibrant, up-and-coming leaders to support the campaign of GLUW. LEs will serve as ambassadors for GLUW to the public and at their respective workplaces.

**PURPOSE:** Advocate for Greater Longview United Way, both professionally and personally.

**RESPONSIBILITIES:**

- Devote one full day to training and partner agency impact tour<sup>1</sup>
  - Monday, **May 20, 2024**, 8:30-3 pm (Lunch provided)
    - Training will include the following:
      - Overview of Greater Longview United Way’s mission, vision, values, initiatives, and programs
      - Overview of LEs roles and expectations
      - Campaign Tools (video, brochures, pledge form, etc.)
      - Reporting requirements, campaign events overview, and workplace presentation tips

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<sup>1</sup> More information at [longviewunitedway.org/impacttour](https://longviewunitedway.org/impacttour)

- With Greater Longview United Way staff, develop strategy and objectives for increasing the number of corporate community partners and campaign dollars.
- Willingly volunteer to lead workplace presentations when called upon by Heather Stevenson, Campaign and Community Services Manager, or Dr. Evan Dolive, Executive Director
- Deliver and meet with corporate community partners on behalf of Greater Longview United Way as assigned. Complete all assigned solicitation calls by **October 31, 2024**.
- Attend and report at four Campaign Cabinet meetings to give updates on campaigns assigned
- Promote and Requested Attendance of Campaign events:
  - Day of Action-United Way's Volunteer Day<sup>2</sup> June 2024
  - Pacesetter Kickoff, July 10, 2024, 11:30-1:00, LeTourneau University
  - Great Cardboard Boat Race September 7, 2024, Teague Park
  - Campaign Kickoff, September 19, 2024, 11:30-1:00, Infinity Center
  - Campaign Celebration, April 2025, 11:30-1:00, East Texas Builders Association
- Along with Greater Longview United Way staff, lead workplace presentations. Local workplace presentations should require 30 minutes to 1 hour of time to complete.
- Encouraged to make a personal gift to the campaign.

**COMMITMENT:** June through April, as listed above

**REPORTS TO:** Dr. Evan M. Dolive, Executive Director

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<sup>2</sup> More information at [longviewunitedway.org/dayofaction](https://longviewunitedway.org/dayofaction)