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**Employee Campaign Coordinator Training Agenda**

1. Introductions
   * Welcome/Introductions
   * Let’s meet each other
2. UWYC Programs and Services
   * Our Superpower. We know the local community.
   * Our Impact
   * Community Engagement
   * Community Impact Partners
3. Give. Advocate. Volunteer
4. Campaign Overview
   * Successes
   * The Multiplier Effect
   * Goals
5. The Role of an ECC
   * Benefits of Being an ECC
   * Retiree engagement, New Hire engagement
6. How to Rock Your Campaign
   * Campaign guidebook
   * Toolkit & Resources
   * Customized Landing Page for Giving
   * Schedule a Campaign Presentation with your United Way Rep
7. Social Media & PR
8. Helpful Hints/Questions/Comments
   * ECC’s Share what has worked
   * Key hints and tips
9. Thank you!