

**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!