

WARREN COUNTY UNITED WAY BUSINESS OUTREACH VOLUNTEER

The Business Outreach Committee plays a vital role in developing new business accounts for Warren County United Way. The role of the volunteer is to assume the responsibility for an assigned account and make contact with a key person for the purpose of briefly introducing Warren County United Way and setting an appointment for any of the following persons: Resource Development Director, Executive Director, Board Member, Volunteer.

Job Description

Work directly with the Resource Development Director to assist in telephone prospecting to identify new companies that can be approached for involvement with Warren County United Way. As a volunteer, you will be assigned a number (2-5 or more if you wish) of new accounts (never contacted before or not contacted in a long time) for written and/or telephone contact. A complete packet for your assigned companies will be provided to you so that you are completely familiar with the company you are calling and the key people you most likely would call. General information about Warren County United Way will also be provided to you, and you are asked to be familiar with it before making calls. You will also have an opportunity to select particular companies if you already have a connection with those companies.

Responsibilities/Follow up/Administrative

Once you have identified (or been assigned) your selected companies, it will be your responsibility to contact the company, introduce Warren County United Way, and secure an appointment. April - October are the key months for identifying new accounts. However, this volunteer position is on-going and requires regular follow up until a contact is made and we identify the potential. The main goal is to secure an appointment so that we can educate the company about Warren County United Way and what we do within the community and to then present all opportunities within Warren County United Way for corporate involvement (e.g., campaign, corporate gift, volunteer opportunities, sponsorships). There are several different approaches that can be taken regarding communication by phone or mail depending on the situation. These will be covered in a one-hour training session that you would be required to attend. It is imperative that you keep accurate phone calling records showing the dates of attempted contacts and the result of the phone call.

Time Commitment

April/May	Training & Kickoff Event for Phone Calls	1 hr.
April/May – October	Telephone Time (Can be at our office, your office, or home)	4 hrs per month
May, July, September	Business Outreach Recap Meeting	1 hr. (Lunch or evening hour)
September	Attend Campaign Kickoff Event (if possible)	1 hr.
January	Recap Meeting for previous campaign	1 hr.
March	Attend Annual Meeting (if possible)	1 hr.

Qualifications

Believes in the Warren County United Way Mission
Commitment to increasing the number of donors for campaign
Excellent communication and phone skills
Sales, telephone and fundraising experience desired
Interest in speaking with prospective new campaign contacts
Self motivated, energetic, personable, reliable, resilient and assertive