

United Way Campaign Advisors FAQ

What is a Campaign Advisor?

A Campaign Advisor (CA), formerly called a Loaned Executive, is an individual from our local community who becomes part of the United Way staff for three months during the fall United Way Campaign, typically from mid-August to mid-November.

Who sponsors United Way Campaign Advisors?

Anyone and everyone! Many of United Way's most community-minded private and public sector organizations partners loan their best and brightest employees to United Way to be Campaign Advisors. These nominees often include management trainees, junior executives, organized labor, and recent college graduates. Other community partners generously sponsor a Campaign Advisor position with a financial contribution.

Who do Campaign Advisors work with?

Internally, Campaign Advisors work with all United Way staff, but work most closely with the Resource Development Department. Externally, they work with Executive Campaign Chairs (often local CEOs) and Employee Campaign Leaders at local businesses and organizations that run United Way campaigns.

What exactly do Campaign Advisors do for United Way?

Campaign Advisors lend their expertise and energy to help United Way to improve customer relationships and contributions by managing a set number of existing workplace campaign accounts. They also forge new relationships with potential contributors in to order broaden the base of community giving. By doing so, Campaign Advisors help strengthen the United Way commitment to what matters in our community.

What are the benefits of sponsoring a Campaign Advisor?

For the employer, this is a valuable and unique opportunity to develop an employee with a unique combination of management and people skills while contributing to the good of the community. The sponsoring company also gains the benefit of a more skilled and knowledgeable employee. The company is also able to enhance its marketing effort through recognition on our website as well as in numerous advertising and printed materials as a sponsor of the program.



Who can I contact to be a Campaign Advisor Sponsor and help our community?

For more information on the Campaign Advisor Program, please contact Eric Harrison at 707-528-4485 ext. 112 or at eric.harrison@uwsml.org.